

AMERICAN NURSEYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XLI

MAY, 1925

No. 5

MAY

THE spring sale is over. It has been a clean-up. Our planting is finished and coming strong while crops are growing. We are now ready to talk business for Fall delivery. Subject, Shrubs, Roses, Plants, etc.

OUR RESOURCES,—as you probably well know,—are:

Fruit Trees of all kinds. (We dare you on European Plums and Sour Cherries).

Small Fruits—every desirable kind.

Deciduous Trees—good variety in graded sizes.

Evergreen Trees—good, but limited.

Shrubs—most everything, yet.

Roses—going fast (ours always do).

Perennials—excellent supply and assortment.

Greenhouse Stock—all types.

Seeds—full line and supply.

The Storrs & Harrison Co.

1200 "LAKE COUNTY" ACRES

PAINESVILLE, - - - OHIO

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

For Season Of 1925

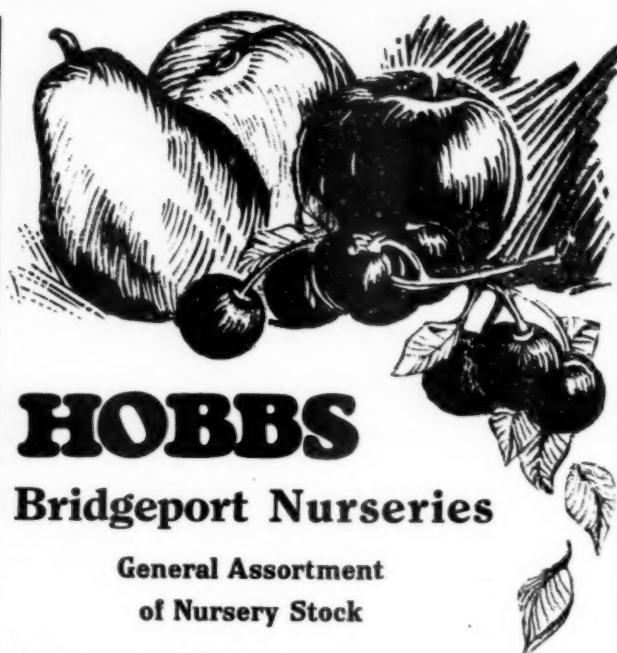
Pears, Cherries and Roses Are OUR LEADERS

A Complete Variety List of
FRUIT TREES
ORNAMENTAL TREES
SHRUBS
PERENNIALS, EVERGREENS

W. & T. SMITH COMPANY

Lowest Prices Consistent With Quality

1000 Acres GENEVA, N. Y. 78 Years



HOBBS

Bridgeport Nurseries

General Assortment
of Nursery Stock

We will have in carload lots—
Apple, Peach, Cherry, Shrubs.
Norway and Sugar Maple,
2½ in and up.

C. M. Hobbs & Sons

Largest Nursery in Indiana
BRIDGEPORT INDIANA

CHERRY TREES! CHERRY TREES!

The Best That Can Be Grown!

SWEET AND SOUR ONE AND TWO YEAR
CAR LOTS OR LESS

We also offer for Spring and Fall
A General Assortment of

Standard and Dwarf Apple

Standard and Dwarf Pear,

Plum, Quince and Peach

TRUE TO NAME

Write For Our Attractive Prices

KELLY BROTHERS NURSERIES

Dansville, N. Y.

NOT A
CROSSWORD
WITH
RICE BROTHERS CO
NURSERY
STOCK

LAST MINUTE OFFERING!

FRUIT TREES, ORNAMENTAL
TREES AND SHRUBS
ROSES AND PERENNIALS

*If you have not as yet received our
BULLETIN NO. 6*

Write in. You can't afford to miss it!

RICE BROTHERS CO.

Geneva, New York
Over 1000 Acres



Hill's Evergreens

FOR LINING-OUT

It is time to look ahead now to next Fall and Spring. We are ready to quote for next season's delivery on the most complete lot of choice Evergreens we have ever grown. On account of the heavy demand and short supply in many varieties, it will pay you to get your orders in early.

Our representatives will be glad to see you at the convention in Rochester.

THE D. HILL NURSERY CO.

EVERGREEN SPECIALISTS - LARGEST GROWERS IN AMERICA

BOX 204

DUNDEE ILL.

PRINCETON PRODUCTS

are
The Standard of Excellence
In
ORNAMENTALS

Write for price list.

PRINCETON NURSERIES

Princeton, New Jersey

PYRUS SEROTINA

PLEASE PLACE YOUR

CONTRACT EARLY

FOR FALL DELIVERY

Special Prices for Quantities

HERBST BROTHERS

Agents for
T. SAKATA & CO.

95 Front Street

New York

THE MONROE NURSERY

ESTABLISHED 1847

Offers a Fine Stock of
SPECIMEN EVERGREENS
Fruit and Ornamental
TREES and SHRUBS

Will be pleased to quote on your list of wants.

I. E. ILGENFRITZ' SONS CO.

MONROE, MICHIGAN

Manufacturers of
I. E. Ilgenfritz' Sons Co.'s Celebrated Graft and Stock Planter and Firmer

European White Birch Seedlings (Betula alba)

All signs point to a fine stock this year and I am accepting orders in rotation for Fall or next Spring delivery as follows:

12-18 inches, 1000 at \$70.00; 10,000 at \$65.00
6-12 inches, 1000 at 50.00; 10,000 at 45.00
3-6 inches, 1000 at 30.00; 10,000 at 25.00

Also, perhaps 25,000 or more PAPER BIRCH (Betula papyrifera) as follows:

12-18 inches at \$75.00 per 1000
6-12 inches at 55.00 per 1000
3-6 inches at 35.00 per 1000

Many prefer the Paper Birch for grafting or budding, but our stock is more limited, so orders should be placed without delay.

Write or wire

HARLAN P. KELSEY
SALEM, MASSACHUSETTS

Notice!

Apple Seedlings, car lots, extra nice.

Honey Locust, 6 inch and up to 4 ft.

Catalpa, Russian Mulberry and Russian Olive,
6-12" and 12-18".

Fruit Trees, extra good assortment in 1-yr. Apple.

Grape Vines, 1-yr. No. 1 and 1-yr. No. 2.

Cumberland and Black Pearl Transplants.

Troy Nurseries

W. N. ADAIR, Prop.

Troy

Kansas

LARGE EVERGREENS—PINES

White, Red and Scotch

5 to 14 feet

PRICED LOW

BUYER TO DIG

Located at Chester, N. J.

3 railroads within 4 miles.

Inspection any time.

CHAS. MOMM & SONS, INC.

UNION, UNION CO., N. J.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock, Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1918, Will Hold Its Seventh Annual Meeting in Rochester, N. Y., June, 1925. F. W. von Oven, Naperville, Ill., Secretary

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION ALSO IN THE "AMERICAN NURSERY TRADE BULLETIN"

HILL'S EVERGREENS FOR LINING OUT

Complete assortment of Evergreens including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Picea, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

Write for Wholesale Trade List

The D. HILL NURSERY Co., Inc.
Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Ill.

Naperville Nurseries

Established 1866
Growers of

**TREES, EVERGREENS
SHRUBS, PERENNIALS, Etc.
LINING OUT STOCK**

Naperville, Ill.

Catalog and list of Lining Out Stock offerings will be sent upon request.
Telephone, Naperville No. 1

Lining Out Stock

Last Call to the Trade.

Spring, 1925

Get your order in early as stock is going fast.

Onarga Nursery Co.
Cultra Bros., Mgrs. Onarga, Ill.



Specialties

**ROSES—Rosa Hugonis
SHRUBS**

BOX BARBERRY
VIBURNUM PLICATUM
SPIREA—ANTHONY WATERER
WEIGELA—EVA RATHKE
Write for Quotations

The Conard-Pyle Co.
Robert Pyle, Pres. West Grove, Pa.

GRAPE VINES

My Surplus in Varieties

CONCORD—1-Yr., No. 1
CONCORD—1-Yr., No. 2
CONCORD—1-Yr., No. 3
MOORES EARLY—1-Yr., same grades
MOORES EARLY—1-Yr., 2-Yr. and 3-Yr.
Strong vines; no other varieties.
Correspondence Solicited.

Fairfield Nurseries, Salisbury, Md
CHARLES M. PETERS, Proprietor.

New Brunswick Roses

Look good and grow good, too.

If price is not the only consideration,

SEND ME YOUR WANT LIST

Fred D. Osman

New Brunswick New Jersey

IT IS NONE TOO SOON

to secure your Lining Out Stock. We have good stands, a large assortment Seasonable weather and everything is on the jump. Send your want lists as soon as possible. Selling close on some items already. Have especially nice stocks of Nuts, Oaks, Oriental Plants, Climbing Roses, Wisteria, Weigela, Grape Vines, etc., etc. Wholesale Only.

Atlantic Nursery Co., Inc.
BERLIN MARYLAND

Established 1887 By J. H. H. Boyd
Forest Nursery Company
BOYD BROTHERS

McMinnville Tennessee
Growers and Wholesale Dealers in
**FOREST TREE SEEDLINGS,
SHRUBS**

and
LINING OUT STOCK
Special Prices on Many Items
Write for Catalogue.
QUALITY SERVICE VARIETY

EVERGREENS

We are now booking orders for fall 1925 delivery of the following kinds of evergreen transplants in sizes from 4 to 18 inches.

BALSAM FIR
CANADIAN JUNIPER
RED SPRUCE
WHITE SPRUCE
ARBOR VITAE
AMERICAN HEMLOCK

If our prices were printed here we wouldn't be able to acknowledge all the orders before the spring shipping season, so we are going to ask you to write us for special quotations.

Geo. D. Aiken, Putney, Vt.
"Grown in Vermont, it's hardy."

EVERGREENS

Seedlings—Transplants—Cuttings
grown under glass

MILLIONS OF THEM

Also a list of Apple, Shade Trees, Hedgeplants, Shrubs, Vines, and Peony
Send for our latest wholesale list.

SHERMAN NURSERY CO.
Charles City, Iowa.

EVERGREENS

SEEDLINGS and TRANSPLANTS
FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."
CHESHIRE, - - - - - CONN.

California Privet, 1 and 2 yr.
Amour River Privet, 1 and 2 yr.
Spirea V. H. Large stock 1 and 2 yr.
Ibota and Vulgare Privet 1 and 2 yr.

HARDWOOD CUTTINGS

Largest assortment in the U. S.
Write for complete list of plants and cuttings.

Rosebank Nursery Co., Inc.
HUNTSVILLE, ALABAMA

FRANKLIN FORESTRY CO.

Nurseries at
Colrain and Sudbury, Mass.

FOREST NURSERY STOCK
CONTRACT FOREST PLANTING

Send for our catalogue

**89 STATE ST.,
BOSTON MASS.**

Scotch Grove Nursery

Growers of

EVERGREENS

For

Lining Out

Good Assortment of
STANDARD SORTS
Price List on Request

Established 1871

Scotch Grove, Iowa

EVERGREENS & DECIDUOUS TREES SHRUBS & VINES

WHOLESALE GROWERS for THE TRADE
of Choicest
Hardy New England Grown
Nursery Stock

Write for Price List Send your Want List



AMERICAN NURSERYMAN --- May, 1925

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.80 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlior operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicle of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent. It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

Classified Business Announcements In this Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

Aiken, George D.....	Strawberry Plants	133	Lovett, Lester C.....	Privet and Berberis.....	135
American Farm Mch'ry Co.....	Kinkade Tractors	135	Miller, Wm. M.	Koster Blue Spruce	139
American Forestry Co.	Young Stock	133	Momm & Sons, Chas.....	Evergreens	119
Landscape School	Landscape Course	131	Monroe Nursery	Specimen Evergreens, Etc.	119
Andrews Nursery Co.....	Raspberries	131	Mount Arbor Nurseries....	Fruit Tree Stocks	122
Atlantic Nursery Co.....	Young Stock	133	Mountain View Floral Co...	Roses	120
Audubon Nurseries	Ornamental Nursery Stock	135	Naperville Nurseries	Young Stock	133
Beaver Creek Nursery	Dahlias, Iris, Etc.	138	Neosho Nurseries	General Nursery Stock	122
Bernardin, E. P.....	General Nursery Stock	135	New Brunswick Nurseries...	Roses	133
Bobbink & Atkins.....	Pot-Grown Plants	136	Northeastern Forestry Co....	Evergreen Seedl'gs and Transp'ts. 133	
Boyd Brothers	Forest Seedling, Shrubs	133	Onarga Nursery Co.....	Ornamental Nursery Stock	139
Burr & Company, C. R.....	Special Announcement	122	Onarga Nursery Company...	Lining-Out Stock	133
Champion & Son, H. J.....	Shrubs, Roses, Etc.	135	Osman, Fred D.....	New Brunswick Roses	133
Chase Company, Benjamin...	Nursery Labels	131	Painesville Nurseries	General Nursery Stock	117
Cole Nursery Co.	Shade Trees, Shrubs	137	Parsons Wholesale Nurseries.	General Nursery Stock	135
Conard-Pyle Company	Lining-out Stock	133	Peters, Charles M.....	Grape Vines	133
Cultra Brothers	Young Stock	133	Piedmont Forestry Co.....	Evergreens	135
Cyclopedia of Horticulture...	Re-Issue Edition	135	Pitts Studios	Quality Photographs	133
Davis Nurseries, Franklin ..	General Nursery Stock	120	Portland Wholesale N. Co...	Ornamental Nursery Stock	120
Detriche & Son, Chas.	French Fruit Stock Importers.....	131	Princeton Nurseries.....	Ornamental Nursery Stock	119
DIRECTORY	Growers of Young Stock	133	Process Color Printing Co....	Color Prints	135
Essig Nursery	Grape Vines	120	Rambo, L. J.	Grape Vines, Etc.	137
Fairfield Nurseries	Grape Vines	133	Reed, W. C. & Son.....	Cherry, Pear, Apple, Peach	139
Federal Foundry Supply Co.	Garden Tractors	120	Rice Brothers Company.....	General Nursery Stock	118
Flew, Jr., Conyers B.....	Tree Seeds	135	Rochester Lithographing Co..	Colored Plates	131
Forest Nursery Co.....	Forest Seedlings, Shrubs	133	Rockfall Nurseries	General Nursery Stock	135
For Sale	Georgia Nursery	138	Rolker & Sons, A.....	Imported French Stocks	131
Franklin Forestry Co.....	Lining-Out Stock	133	Rosebank Nursery	Lining-Out Stock	133
Garden Nurseries	Iris Buxus	131	Rose Farm, Inc.	Roses	138
Good & Reese Co.....	Geraniums, Etc.	120	Royal Glass Works.....	Greenhouse Glass	135
Griffing Co., C. M.	Fruit and Nut Trees, Roses	135	San Pedro Ranch Nursery...	Lining-Out Stock	120
Guaranty Nursery Co.....	Choice Nursery Stock	131	Scarff & Son, W. N.....	Small Fruit Plants	120
Herbst Brothers	Tree and Shrub Seed	119	Schifferli Nurseries, F. E...	Grape Vines, Currants, Gooseb's.. 135	
Hill Nursery Co., D.....	Evergreen Specialist	122	Scotch Grove Nursery.....	Evergreens	133
Hill Nursery Co., D.....	Plate Book Evergreens	131	Sherman Nursery Co.....	General Nursery Stock	133
Hill Nursery Co., D.....	Young Stock	133	Skinner & Co., J. H.....	Apple Seedlings, Trees	139
Hobbs & Sons, C. M.....	General Nursery Stock	118	Smith Company, W. & T....	General Nursery Stock	118
Hogansville Nurseries	Peach Pits	135	Southern Nursery Co.....	Peach Seed	131
Horticultural Advisor	English Trade Periodical	137	Stark Bros. N. & O. Co....	Stark Tree Digger	122
Hotaling, Wm.	Apples	138	Storrs & Harrison Co.....	General Nursery Stock	117
Howard-Hickory Co.....	Peach Pits	137	Strand's Nursery	Dahlias, Iris, Etc.	137
Howard Rose Co.....	Rose Bushes	131	Summit Nurseries	Pecan Trees	135
Hubbard Company, T. S....	Grape Vines, Berry Plants	135	Titus Nursery Co.....	General Stock for Exchange	120
Huntsville Wholesale Nurs.	General Nursery Stock	140	Troy Nurseries	Specialties	119
Hilgenfritz Sons Co., I. E....	General Nursery Stock	119	United Litho & Ptg. Co....	Plate Books, Catalogues	135
Independent Fruit Co.....	Grape Cuttings	138	Vincennes Nurseries.....	Cherry a Specialty	139
Jackson & Perkins Co.....	Ornamental Stock	138	Wanted	Nursery Production Manager	138
Jones, J. F.	Cherry Trees a Specialty	139	Wanted	Superintendent for Field Work... 138	
Jones' Norfolk Nurseries ..	Peach Trees	137	Wathena Nurseries	2 Yr. Apple, Fruit Trees	139
Kelly Bros. Nurseries	Cherry Trees	118	Wayside Gardens Co.	Hardy Perennial Plants	140
Kelsey, Harlan, P.	Carolina Hemlock	119	Westminster Nursery	Privet	137
Kelway & Son.....	Floor Seeds, Perennials, Etc.	137	West, T. B.	Fruit Trees	120
Lindley Nursery Co., J. Van.	Carolina Peach Pits	135	WhiteShowers	Watering Equipment	135
Little Tree Farms	Evergreens	133	Wilson & Company, C. E. ..	Barberry Seedlings	137
Long & Burnham Co.....	Greenhouses	137	York State Nurseries.....	Special Announcement	138
			Young, Robert C.	Berberis Thunbergi	131

PROFITS

ARE ASSURED IF YOUR ORDERS ARE FILLED
WITH OUR

QUALITY STOCK

plus

OUR SERVICE

We offer a good assortment of ROSES, VINES, SHRUBS, HEDGE PLANTS, ORNAMENTAL TREES, EVERGREENS, SMALL FRUITS, PERENNIALS, PAEONIAS, PHLOX, ASPARAGUS, RHUBARB, PLANTING STOCK, and what not.

READ OUR BULLETINS. IT PAYS.



C. R. Burr & Company, Inc.

MANCHESTER

CONNECTICUT

General Nurserymen

We do not sell at wholesale to retail buyers.

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

STARK BRO'S
Nurseries & Orchards Co.
LOUISIANA, MO.

Mount Arbor Nurseries

E. S. Welch, Pres.

SHENANDOAH, IOWA

OUR SPECIALTY

A large assortment of TREES, SHRUBS, VINES, for the wholesale trade.

APPLE TREES

The most complete assortment in the United States.

CHERRY TREES

An exceptionally fine lot in both one and two-year trees. On Mahaleb and Mazzard.

ORNAMENTALS

A large assortment of TREES SHRUBS, VINES, ROSES, PERENNIALS.

Always glad to receive your list of wants. Ask for trade bulletins.

Fifty years in the wholesale nursery business have made the Mount Arbor Nurseries nationally known.

Chief Exponent of the American Nursery Trade The American Nurseryman

National Journal of Commercial Horticulture

AMERICAN FRUITS PUBLISHING COMPANY, Inc.,
39 State St., ROCHESTER, N. Y.

Subscription Rates:—\$2.00 per yr.; 3 yrs. for \$5.00

Canada and abroad: 50 cents extra per year.

ADVERTISING RATE, \$2.80 PER INCH

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge.

Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

American Nurseryman

The Chief Exponent of the American Nursery Trade

National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLI

ROCHESTER, N. Y., MAY, 1925

No. 5

ARE YOU GETTING ONLY WAGES FOR YOUR WORK?

You Ought at Least Have Wages for Your Time, Profit From Your Capital Investment and Adequate Return for Risk and Skill in Management—Observations Upon Replies to a Nursery Trade Questionnaire—Value of Knowing Cost Facts—What To Do.

By A. P. LITTLETON, Univ. Illinois, Before Illinois Nursery Association

(Continued from April Issue)

I want to consider now what we may call the range of prices. I want to consider the fact that seven per cent of those reporting estimated a fair selling price of spirea costing 20 cents to be less than 40 cents, while, on the other extreme, seven per cent of those reporting named a dollar or more.

EFFECT OF THE HIGH PRICE

Forget for a moment about the bulk in the middle and think of those extremes. What does it mean to a trade that has extremes like that? Let us consider the high end of it, the one dollar price,—eighty cents of which is margin. It may mean, because you are selling at a price at a wide margin, that you are not getting all the business you might get at another price. If you are selling at a price that is considerably above the great bulk of the judgment of the trade, it may mean that you are burdened with excessive expenses. I hesitate to say wasteful methods, because nobody dealing with agriculture can tolerate the thought of waste, but let us say expensive methods. That is possible. It may be poor land that makes it expensive for you to raise your product and therefore if you are going to keep your head above water it is necessary to get the price and the volume. It may be that your method of distribution or your distribution policies lead to heavy expenditures, heavier than somebody else's.

Those are some possibilities and, I will mention in passing, although I do not think it has any particular weight, a third possibility, namely, that in this high price of a dollar on twenty cent item there is too much profit. The chances are very much against that sort of thing because it always seems to me that the burden always falls first on profits when competition begins to pinch, when there is difficulty in selling at the price you would like to use. So I think we can very easily dismiss the point about a too high profit. I am sure you will agree with me that the millionaires in the Nursery business are few and far between.

ARE YOU GETTING ONLY WAGES?

Now the other end of the extreme, the low side,—what does that mean for the trade. Suppose everybody now reading these figures would—it is impossible of course and absurd,—but suppose that they would all look at the low price and say, "hy, here is seven per cent that can sell this item at 40 cents. I can too." What would that mean? It would mean loss to many. If most people set a price of 50 to 60 cents it means that they feel that that price is necessary to cover their costs and a reasonable profit and they can't sell their items at 40 cents if their judgment is correct, without radically changing their methods or without losing money rapidly.

How can we explain the existence of a low-priced item like that? Well, you may have your own ideas. I know so little about the trade that I have to judge by logic and the figures alone. It may be that some one or some few are exceptionally favored in their location with respect to a market, and their distributing costs are proportionately less, or they may be especially favored by

nature in the location of their farm and in rich productive soil.

If we were talking about retail stores you might say that some men are willing to work longer hours than other men and as a result they get more done in twenty-four hours. I do not know whether that applies in this trade or not, but there is the general question of efficiency, nevertheless. The more margin he can be satisfied with,—he can charge a lower price and still maintain a satisfactory margin of profit if he is highly efficient.

In many lines of the retail trade I know, and you know it too if you will just think for a moment, that there are innumerable people scattered about in every city, especially in a big city, who are willing and who do every year run their business for wages and that is all! And some of them get rather meager wages at that. I will venture to say that you can go six blocks from here and find retail enterprises where all the proprietor gets out of it in annual net income wages is about what he could be getting by driving a truck, taking it the year around.

HOW ABOUT CAPITAL INVESTMENT?

Now if he is content to get wages, five dollars a day or something like that, he is going to offer serious competition to the man who is not content with that, and who feels that he ought to have wages for his time, profit for his capital investment, and some small return for his risk and skill in management. Of course these little retailers do not offer serious competition to the great department stores because their clientele is a very different circle, but the principle is there just the same.

The most important consideration in this connection is this: Why do some set so low a price in replying to this questionnaire? May it not be that they do not have in mind all of the items that must be covered by the margin? May it not mean that they are omitting a consideration of some of the elements of overhead expense? May it not mean, as I have just mentioned, that they are not charging a salary as proprietor for the effort they put into the business? May it not mean that they are not charging all of the expenses that are really incurred?

That is a very easy thing to do if we do not keep as careful a record as we might of our expenditures. We spend the money and it is gone and if we keep a careless record of what it went for and then sit down and close an eye and try to figure out how much we ought to add to the wholesale price to cover our expenditures, our expenses and our profit, we have only the vaguest foundation for making a real estimate. It may be that we offer or recommend in our judgment a low price because we are overlooking some of these factors, or because we are overlooking some of the natural risks. This may be a good year, next year may be a bad year from many points of view. You may have a run of two or three bad years.

A reasonable profit must compensate a man for the capital he has invested, because if in the long run he cannot make his capital earn interest he had better quit working out in the sun and in the rain and put his money in government bonds where it will

earn interest with no effort. And if he cannot earn wages for himself in managing a business, he had better get a job where he can earn some wages in addition to the interest that his capital earns. If he cannot make his business pay him a compensation for the risk he takes, he ought to get out of that business and put his money and his effort into something that has less risk.

Consequently all of those things ought to be taken into consideration. If they are taken into consideration the chances are very much in favor of one man's prices being rather comparable to the other fellow's, that is to say, it is more probable that we will have fewer prices too low for the good of the individual and the trade.

TWO KINDS OF COMPETITION

I think you can conclude from what I have said in this connection that there is a word to be said to both the high cost man and to the low cost man. The high cost man is in danger of getting into difficulties because he is in competition with the low cost man. You will never eliminate that situation from business. It would be bad for business if you did. If we all did business at the same cost and sold at the same profit, what urge would there be to progress?

Say to the high cost man and to the low cost man: "Let us not be quite so high, let us not be quite so low. We will always have some low and some high and the bulk in the middle, but let us have just as large a percentage in the middle as we can. That is only fair; that is only reasonable."

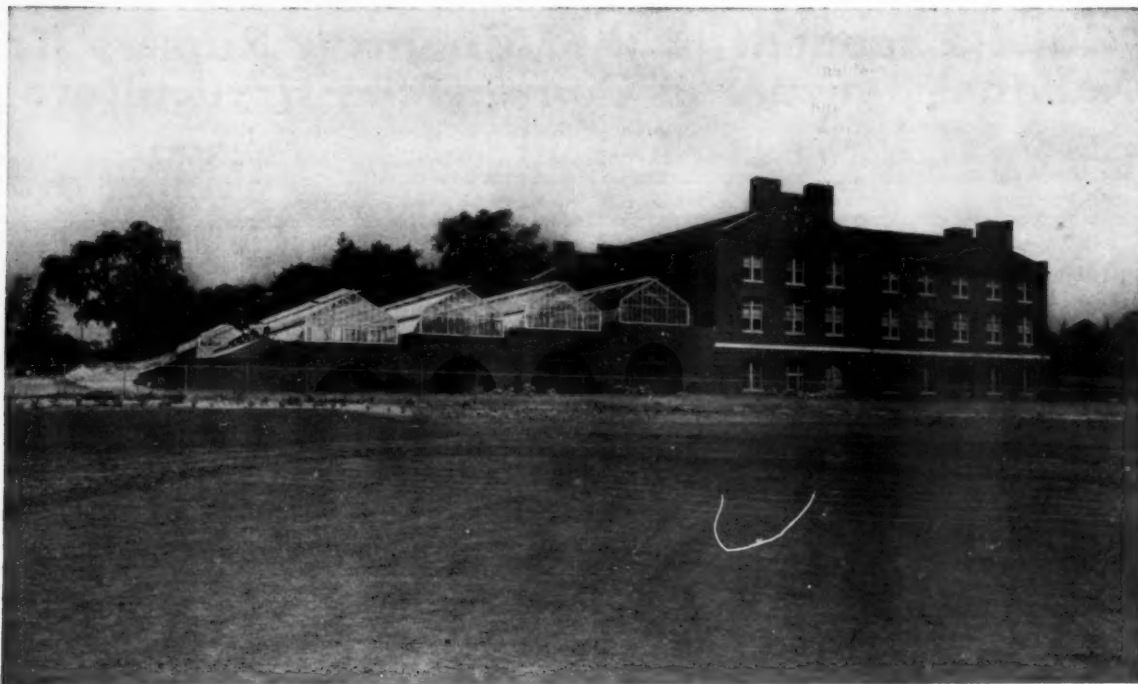
The high cost man who has included all of these things gets competition from the low cost man who has kept an inaccurate record, and that is a dangerous type of competition for you individually and for the trade as a whole. If you are forced to get your land in a condition where it is highly productive and to be efficient in your distribution and in your selling, the kind of competition which makes that necessary is always good for the trade. But the competition which is based upon false costs and false knowledge of the amount which must be received to pay the expenses and a reasonable profit is always a serious competition. The efficient competition which grows out of hard work and careful planning, and skillful methods and conservation of finances, is always the best kind of competition for the trade and for the customer. If there is some one on the other side who is wasteful and negligent in connection with his business and spends money right and left, he has a high cost, his prices are high and he may lose business. He certainly will feel the effect of the competition of anybody who has a lower cost and lower price.

NECESSITY FOR KNOWING COST FACTS

I do not think any one would want to do anything or recommend anything which would tend in the least to damage the efficient man. What he gets he earns; but as I see it, the man who is low because he is unwise in his price policies and is unwise because he does not know from definite facts of his business what his prices should be, what his costs are and what his margin is,—that man needs to improve for his own sake and for the trade. You, as an Association, can improve the trade by encouraging

(Continued on Page 124)

BOYCE THOMPSON INSTITUTE FOR PLANT RESEARCH



Of Which Nurserymen are to Hear in Particular at June Convention of the A. A. N.

As announced in the March issue of the *American Nurseryman*, page 71, one of the principal features of the program for the semi-centennial convention of the American Association of Nurserymen in Rochester, N. Y., June 24-26, will be an address by a representative of the Boyce Thompson Institute for Plant Research, Yonkers, N. Y.,

him to get a better understanding of the facts, the cost facts, because when he gets that understanding he is not going to be content with the wages and nothing else as he has been before. This is going to raise the standard from that side and the competition which is going to come from the middle and the lower group ought to have a tendency in the long run to lower the top.

The man who through extravagance or wasteful methods or neglect is running cost up high and therefore demanding a high price is just as dangerous to the trade as the man who through neglect and lack of knowledge is selling too low. The man at the top, selling too high, is damaging the trade because he is having a bad influence upon customers. Therefore, anything we can do in the direction of achieving more or less standard of achieving more or less standard practices means simply this: that we are trying to devise methods and plans which will draw the trade closer into the middle group, the average, the typical, where there will be a larger percentage of individuals with profits and reasonable costs in the trade as a whole.

NOW, WHAT TO DO

I shall talk but a few minutes longer and I am just looking forward a bit to what we might expect this committee to do. I believe I interpret the committee correctly when I say that they want to do two things finally in the report. They want to study further this margin, this 50 to 60 per cent of the selling price out of which you must pay your commissions and your own profits and your own salary and your general operating expenses. We want to study that I think, and find out if we can in terms of percentage, how much out of each dollar goes to selling commissions. You can see how that would be possible. Suppose there were 100 men who wrote down on a slip of paper how many cents out of each dollar of sales they pay as a reasonable standard practice for selling commissions. Suppose we brought those altogether and tabulated them. You would find a few that were high and a few that were low. You could find the great bulk some place or other, and that great bulk would indicate a reasonable commission which pertains in the judgment of the majority of the trade replying to

outlining the work in horticultural investigations in the thoroughly equipped laboratories there and the opportunity afforded for investigations in which Nurserymen are particularly interested.

The Boyce Thompson Institute for Plant Research is a membership corporation incorporated under the laws of New York.

that question. Now wouldn't that be a serviceable bit of knowledge to have here as well as this sort of fact presentation?

Let us not stop if we do that with selling commissions. Let us ask how many cents out of each dollar of sales should go for rent, interest, taxes, and those other things, how much for pure profit, how much for proprietor's salary and how much for these other general overhead items.

ANOTHER QUESTIONNAIRE

I am going to recommend to the committee that they ask the trade, through a questionnaire in a similar manner to this one, to give their judgment about this distribution of a typical dollar of sales. How shall that dollar be split up or how shall that 60 to 70 per cent of the dollar be split up, that margin between the wholesale and the retail selling price?

We propose, also, as soon as possible to recommend to the trade some methods for systematically accounting for and recording their labor and their production overhead. I am not going to stop to talk to you about the things we have discussed and the methods that we have talked about in the committee. But generally we want to put into your hands through the final report of this committee, such recommendations as you can carry out in tabulating your labor costs and dividing them up between the departments so that you can tell on the average what it costs you to produce a particular line of items, and so that you can tell how much gross profit you have made on this line.

It is not difficult to make recommendations, but I would say as a word of warning, do not expect us to point out methods by means of which you can find out what two bulbs cost, or to find out what four feet of some little fancy shrub is going to cost. You have literally thousands of different items in your Nurseries and the problem of finding the cost of production of each one of those is insurmountable. What we shall have to do is to group those things together and find what it has cost you to produce, for example the elm trees that you sold this year. But somehow or other some classification is going to emerge that will give you an indicator at least of how much profit you are making in this division and in that division.

Although the certificate of incorporation authorizes the carrying out of every phase of research on plants and the publication and dissemination of information related thereto, the purpose as conceived at present is fundamental research on practical plant problems and the publication of the results of such researches. The Institute has been generously endowed by the founder, Colonel William Boyce Thompson.

The Division of Plant Physiology is in the direct charge of Dr. William Crocker, the director and Dr. Denny and with them are associated Mr. Davis, Doctor Reid, Mr. Morinaga, Miss Joseph and Mrs. Davis. Among the several projects being studied in this division are problems in plant propagation and the effects of various chemicals as well as hormones and endocrines, upon the rate, course of development and metabolism of plants.

The Division of Plant Pathology is in the direct charge of Doctor Kunkel and with him are associated Doctor Massey, Doctor Hartzell, Mr. Holmes, Miss Purdy and Miss Dobrosky. This division is giving much attention to the mosaic type of plant diseases including the yellows diseases of plants.

The Division of Biochemistry is under the direct charge of Mr. Arthur and Doctor Kraybill and with them are associated Mr. Popp, Mr. Webster, Doctor Davis and Mr. Gilbert. The major project of this division is the study of the effect of a great range of controlled environmental and nutritional conditions upon the metabolism and development of plants. The Institute is especially equipped for such studies.

Arrangements have been made for the prompt publication of the strictly scientific articles in standard botanical journals.

The building is a highly specialized piece of construction designed to meet unusual requirements. The formal opening was on Sept. 24, 1924 when there were addresses by Prof. John M. Coulter, presiding, University of Chicago; Director Crocker; Prof. V. H. Blackman, of London, England; Prof. Lewis B. Jones, University of Wisconsin, and others.

New Era for Agriculture

A new area lies ahead for agriculture because it now commands the best economic thought of the business world directed on its prime requirements of better distribution and marketing. President W. C. Gordon of the New York State Bank Division, American Bankers Association, declares in a communication to the thirteen thousand members of the division. He seeks to enlist their interest in the work of improving the marketing of farm products.

LAST FOUR YEARS OF THE FIFTY YEAR PERIOD

Forty-Sixth Annual Meeting, Chicago, Ill., June 22-24, 1921

Officers 1921-1922—President, M. R. Cashman, Owatonna, Minn.; Vice-President, Paul C. Lindley, Pomona, N. C.; Treasurer, J. W. Hill, Des Moines, Ia.; Secretary and Traffic Manager, Charles Sizemore, Louisiana, Mo.

Executive Committee—Lloyd S. Stark, W. C. Reed, S. W. Crowell, Earl D. Needham, Robert Pyle.

Essays—The Successful Farmer, E. T. Meredith; Organization Methods, Mr. Vandervries, U. S. Chamber of Commerce; Fruit Tree Seedlings, Dr. Kellerman, Federal Hort. Board, L. B. Scott and Mr. Detwiler.

Forty-Seventh Annual Meeting, Detroit, Mich., June 28-30, 1922

Officers 1922-1923—President, Paul C. Lindley, Pomona, N. C.; Vice-President, Harlan P. Kelsey, Salem, Mass.; Treasurer, J. W. Hill, Des Moines, Iowa; Secretary and Traffic Manager, Charles Sizemore, Louisiana, Mo.

Executive Committee—M. R. Cashman, Wm. Flemer, Jr., Lloyd C. Stark, W. E. Reed, Henry B. Chase.

Essays—Are We Fooling Ourselves, A. F. Lake; Advertising, Major P. F. O'Keefe; Development of Horticultural and Pomological Work of U. S. Dept. of Agriculture, Dr. L. C. Corbett; Progress of Nursery Stock investigations of U. S. Dept. of Agriculture, L. B. Scott.

Forty-Eighth Annual Meeting, Chicago, Ill., June 27-29, 1923

Officers 1923-1924—President, Harlan P. Kelsey, Salem, Mass.; Vice-President, George A. Marshall, Arlington, Neb.; Treasurer, J. W. Hill, Des Moines, Iowa; Secretary and Traffic Manager, Charles Sizemore, Louisiana, Mo.

Executive Committee—F. A. Wiggins, Earle E. May, Paul C. Lindley, Michael R. Cashman, Wm. Flemer, Jr.

Essays—Trade Ethics, M. Q. Macdonald; Possibilities of Nursery Tree Certification, J. K. Shaw; Progress of Nursery Stock Investigations of U. S. D. A., L. B. Scott; Fumigation by Hydrocyanic Acid Gas, Prof. Davis; "Plan to Plant Another Tree," J. A. Young; Attainment Through Co-operation, C. A. Tenneson.

Forty-Ninth Annual Meeting, Atlantic City, N. J., June 25-27, 1924

Officers 1924-1925—President, Harlan P. Kelsey, Salem, Mass.; Vice-President, George A. Marshall, Arlington, Neb.; Secretary-Treasurer, Charles Sizemore, Louisiana, Mo.

Executive Committee—Harlan P. Kelsey, George A. Marshall, Earle E. May, F. A. Wiggins, Paul C. Lindley, Michael R. Cashman, Wm. Flemer, Jr.

Essays—Cost Finding, C. Stuart Perkins; Some Experiences With Summer Planting,

F. H. B. Conference Plan

A conference is called by the Federal Horticultural Board at the United States Department of Agriculture, Washington, D. C., for June 29, 1925, at 10 a. m., for the purpose of considering the advisability of still further restricting the importation of fruit and rose stocks.

Subsequent to the passage of the Plant Quarantine Act in 1912, the entry of such stocks along with other imported plants was permitted under the condition of certification by competent experts in the country of origin, followed up with such reinspection at point of destination in the United States as could be made by State inspection officials. With the promulgation of Quarantine 37 in 1919, which restricted the entry of most ornamentals, the entry of fruit and rose stocks was continued without additional restrictions to meet what was regarded as a vital horticultural need for such stocks; in other words, it was impracticable to produce them at that time in adequate quantities in the United States. The results which have been obtained under this method of inspection and certification have demonstrated very clearly that the risks remaining after these safeguards have been applied are much too large to warrant the continuance of authority to import such stocks beyond the period of real horticultural necessity. Not only have numerous dangerous pests been intercepted on such stocks, indicating the inadequacy of foreign inspection, but it has developed also that the reinspection at destination in this country can not by any means be depended upon to complete the safeguards against the entry of such pests. That the period of horticultural necessity has now largely passed and that adequate supplies of most such stocks from home sources are either now available or can shortly be made so seems to be a growing conviction on the part of State and Federal Horticultural experts and also on the part of a considerable element of the Nursery and other interests concerned in the utilization of such stocks.

The desirability of bringing up this subject at this time for full discussion and decision has been urged by leading Nurserymen with respect both to fruit stocks and rose stocks, and has the approval of prominent rose growers. The selection of the date has been made after consultation with the proper officers of the American Association of Nurserymen, and of the Society of American Florists and Ornamental Horticulturists.

With respect to the possibility of the production in the United States of fruit and rose stocks adequate to meet our needs, it will be recalled that at the public hearing

of May 28, 1918, which was held as a basis for the consideration of restrictions on the entry of Nursery stock, etc., and which resulted in the promulgation of Quarantine 37, it was recommended that the Department of Agriculture should undertake a country-wide study of the problem of home production of fruit stocks to determine the practicability of such production and the most favorable conditions from the standpoint of locality, climate, soil, etc. This work, now covering a four-year period, is so far advanced that definite recommendations with regard to particular items can be made.

In accordance with the general policy of the department, where safety permits, it is understood that should a decision be later arrived at to terminate the further importation of any or all of such stocks, an effective date will be fixed which will allow a reasonable period for adjustment both in this country and abroad.

Southern Development

The entire South is just starting on a tremendous growth that apparently will continue indefinitely. What does this mean to the Nursery Trade? Simply that you Nurserymen should now determine your best sellers and stock up along those lines as heavily as possible—and remember that the stock you have been trying so hard to get rid of—the slow moving stock apparently a surplus—was not grown in a day, and now that it is going out you must make preparations to have more young stock of the same kinds coming on. Provided of course they are really worth-while varieties.—If not, cut them out without mercy as you should have done long ago.—E. N. Reasoner, Oneco, Fla.

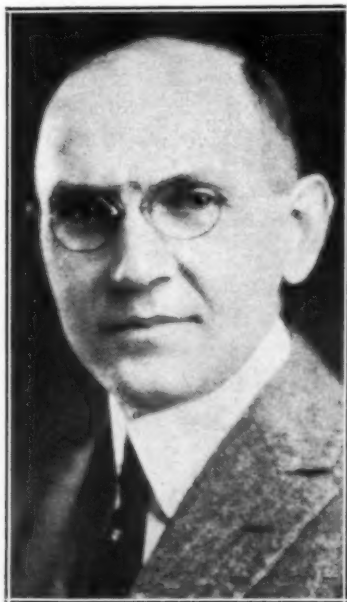
State Inspector's Suggestion

Regretting that regulations relating to transportation of Nursery stock are so many and so varied, Thomas B. Gordon, Oklahoma Nursery Inspector, in an address before the Oklahoma Nurserymen's Association, does not favor a "uniform" or "standardized" federal tag because of consequent extension of federal control over state matters. He believes that stock should be inspected at destination as well as at growing time. He favors a serial-numbered permit and duplicate invoice in order to trace shipments and he emphasizes the necessity for confidence and co-operation between Nurseryman and inspection.

The Pfund Nursery Co., Elmhurst, Ill., has been unusually busy of late with landscape work in and near Chicago. It has added 80 acres, providing now a total of 290 acres for its Nursery work.



M. R. CASHMAN
President A. A. N. 1921-22
(For sketch see Page 38, Vol. XXXII)



PAUL C. LINDLEY
President A. A. N. 1922-23
(For sketch, see Page 22, Vol. XXXVI)



HARLAN P. KELSEY
President A. A. N. 1923-25
(For sketch, see Page 22, Vol. XXXVI)

FOUR DECADES OR MORE IN THE GREAT SOUTHWEST

Eight Nursery Concerns Which Are Approaching the Semi-Centennial Mark—Bonham, Texas, Iron Ore, Munson, Kerr, Dallas Weatherford, Baker Brothers and Mayhew Nursery—Pioneer Nurseries, Also, Which Are Not Now in Existence—Besides Well-Known Southwest Nurseries Which Have Not Reached the Four-Decade Mark.

By JNO. S. KERR, WILL B. MUNSON, J. B. BAKER, of Southwestern Nurserymen's Assn.

IN line with the historical review of the Nursery business which is appearing from month to month in the *American Nurseryman*, leading up to the observance in June of the Semi-Centennial Anniversary of the American Association of Nurserymen, we present herewith a summary of the older Nurseries of the New Southwest whose proprietors have been in the front rank in the development of Horticulture in America.

President J. R. Mayhew of the Southwestern Association of Nurserymen, covering the territory of Texas, Louisiana, Arkansas, Oklahoma, and New Mexico, appointed Jno. S. Kerr, W. B. Munson, and J. B. Baker to compile the data herewith presented.

BONHAM NURSERIES

The Bonham Nurseries were established in Fannin County in 1869 by E. H. Adams, who soon thereafter planted large experimental orchards, principally apples but embracing more or less all varieties of fruit. A few years later the T. B. Stimpson Nurseries, of that neighborhood, were taken over and consolidated with the Bonham Nurseries.

At different times an interest in the Nurseries was owned by sons of E. H. Adams, viz: J. C. Adams, E. Wise Adams, and B. L. Adams. E. H. Adams retained an interest until his death in 1899, after which B. L. Adams became full owner and continued the business until 1921, when he took in his son E. C. Adams and retired from the business in 1924 in favor of E. C. Adams, the sole proprietor.

These Nurseries have been almost exclusively retail and a pioneer in testing and distributing fine fruits all over North Texas. The work of these pioneers will live as long as luscious fruits, fragrant flowers and shade giving trees bless the state.

TEXAS NURSERY COMPANY

While the Texas Nursery Company, as such, has not existed for the four or more decades, yet there is a chain which binds it to that past. When the Texas Nursery Company was organized by C. C. Mayhew in 1899, E. W. Kirkpatrick turned over his business, which was established in 1874 and became president of the company so the individual business of E. W. Kirkpatrick from

1874 to 1899 and the Texas Nursery Company since then, places it in the rank of the older Nurseries. Mr. Kirkpatrick had his individual Nursery at McKinney, Texas.

Also, in 1906 the Sherman Commercial Nursery and Orchard Company, which was established in 1874 by A. W. and Jno. S. Kerr but at this time owned by Jno. S. Kerr, alone, Pres. and Manager, was consolidated with Texas Nursery Company. The headquarters of Texas Nursery Company, since its organization have been at Sherman. These combined Nurseries have the largest out-put of any Nursery in the Southwest, handling a general line of fruit and ornamental stock. C. C. Mayhew is now president, H. E. Hall, secretary.

MUNSON NURSERIES

Established by T. V. Munson in 1876 on forty-five acres on the north side of Denison, moved in 1887 to south side of Denison on 120 acres. Mr. Munson devoted much of his time in breeding grapes to originate varieties to be better adapted to the Southwest, where the Northern varieties soon failed on account of climatic conditions. He also published the book "American Grapes" which has become one of the leading authorities on grape culture in America.

In 1895 his son Will B. Munson joined in the conduct of the business; in 1913 T. V. Munson died; business conducted by Will B. Munson for the estate until 1923 when Mrs. E. S. Munson, the widow of T. V. Munson died. Since 1923 Will B. Munson has been sole owner.

The business is principally retail, of a general line of Nursery stock adapted to the Southwest. Sales direct to the planter, through catalogue, rather than by agents. Has not solicited the wholesale trade.

Grapes originated by T. V. Munson are almost the universal standards in the Southwest.

THE IRON ORE NURSERIES

Established in 1878, near Denison on Iron Ore Creek by C. E. Stephens, afterwards moved to Northwest part of Denison. Two years ago C. E. Stephens retired on account of age, the business now going under his son Harry Stephens.

JNO. S. KERR NURSERY COMPANY

Originated in 1874, near McKinney, Texas, by A. W. and Jno. S. Kerr. In 1884 moved the business to Sherman, Texas, and planted ample test orchards. In 1889 to 1906 incorporated under the name of the Commer-

cial Nurseries and Orchard Company, owned entirely by Jno. S. Kerr, with important test orchards in the Red River Fruit Belt, near Pottsboro, Texas. In 1906 liquidated the above company and consolidated with Texas Nursery Company; in 1916 organized the Jno. S. Kerr Nursery Company, Inc. In 1906 to 1925 Jno. S. Kerr retaining an interest in and co-operating with Texas Nursery Company.

"Who serves most, lives best," is the motto; to strive to elevate and improve the standards of horticultural progress in general and of the Nursery business in particular, is the constant aim.

DALLAS, WEATHERFORD NURSERIES Jno. M. Howell & Son, Props.

Established in Dallas in 1872 and taking a very active part in the upbuilding of horticulture of Dallas and surrounding territory. The originator of valuable varieties, including Mamie Ross peach and Dallas blackberry and others. Afterwards moved to Weatherford, Texas, retaining a branch, however, for trade purposes, in the city of Dallas.

BAKER BROS. NURSERIES

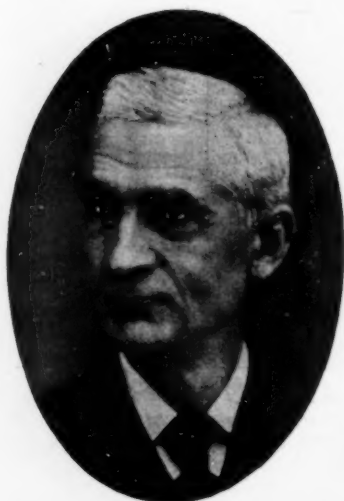
Established in Ft. Worth in 1884 by the two brothers, Wm. Baker and J. B. Baker, late of England. Wm. Baker died in 1899. The business was incorporated in 1907. In 1922 J. B. Baker bought out all the stock holders, but continues the corporation under the name of Baker Bros. Company.

Headquarters of the Nursery still on the same ground, bought more than forty years ago, though more than 200 acres have since been added. The business is both wholesale and retail, and carries one of the finest stocks of general Nursery stock anywhere in the South.

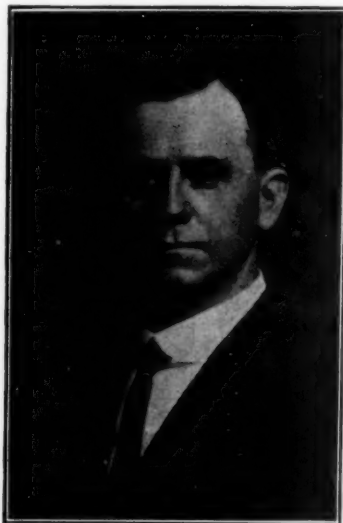
MAYHEW NURSERY AND FLORAL COMPANY UNINCORPORATED

In 1898 Mr. J. R. Mayhew began operations at Waxahachie, Texas, the center of one of the finest black land districts in Texas, buying the Nurseries and leases of Waxahachie Nurseries, a small plant operated by C. L. Kidd. In the year 1902 the properties were incorporated under the laws of Texas with a paid up capital of \$10,000, and from time to time this capital was increased until it totaled \$92,500. In 1924 Mr. Mayhew took over the entire property changing the name to Mayhew Nursery & Floral Company, which more clearly reflected the character of the business as well as the ownership. During this period, 1898 to 1925, the busi-

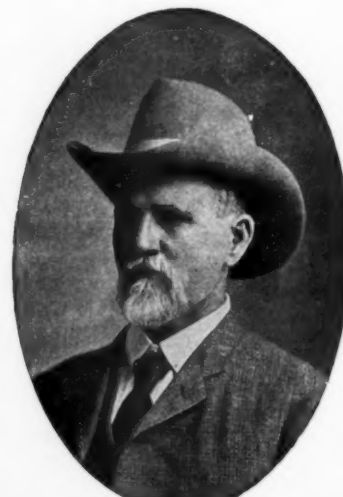
PIONEERS IN SOUTHWESTERN NURSERY DEVELOPMENT



T. V. MUNSON, Denison, Tex.



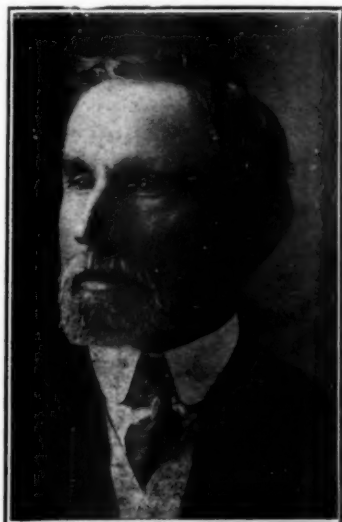
J. B. BAKER, Fort Worth, Tex.



E. W. KIRKPATRICK, McKinney, Tex.

ness has been under the management of J. R. Mayhew, conducting a general wholesale and retail Nursery business.

In 1921 a retail florists department was added with some 10,000 feet of glass for protection. At present much space and thought is being given to the propagation of



JNO. S. KERR, Sherman, Tex.

young evergreens, from both cuttings and seeds.

Mr. Mayhew has for years been active in Association affairs, having been president of American Association of Nurserymen, in which connection several forward movements in the line of the American Association's policies were inaugurated and carried out, and having served several times as President of the Southwestern Association.

Practical Catalogue Idea

Replying to an inquiry by the D. Hill Nursery Co., Dundee, Ill., as to whether an effective Nursery catalogue should contain a complete list of stock grown or a condensation to a limit of the outstanding trees of each group to the end that a buyer might not be confused by mass of matter, Printer's Ink recently said:

"We think that our correspondent should let his customers determine just what should be included in the catalogue. In a sense, that is what the big mail-order houses do. We were once given the privilege of examining the master catalogue which the old A. A. Vantine & Co. maintained to determine the efficiency of each page of its catalogue. The company posted its sales to the master catalogue, each item on a page being credited for the number and amount sold. At the

NURSERIES IN SOUTHWEST FIFTY YEARS AGO

Which Contributed Very Materially to the Early Horticulture of the Southwest in Those Days But Are Now Extinct—Southwestern Horticulture Cannot Be Written Without Mention of These Valuable Pioneer Nurseries.

William Watson, Brenham, Texas, established in 1860, afterwards conducted by his sons John and Stanley Watson.

Dr. W. W. Stell, Paris, Texas.
Dr. J. T. Whiteaker, Tyler, Texas.

Jno. F. Sneed, Tyler, Texas, now Sneed Nursery Company, at Muskogee, Okla.

Gilbert Onderdonk, Victoria County, Texas, otherwise known as the wizard of Southwestern Horticulture.

James Nimon, Denison, Texas, who passed away some years ago.

G. A. McKee, Mt. Selman, Texas, who made quite a record in the building up of the famous peach business of the Jacksonville country.

The Ladonia Nurseries, Sam Marshall, proprietor.

Southern Gem Nurseries, J. R. Johnson, proprietor, Dallas, Texas.

PRESENT DAY NURSERIES IN TEXAS

But Not Old Enough to Get in the Four Decade Class, Yet Among the More Prominent of the Two Hundred or More Nurseries in the Southwest.

Verhalen Nurseries, Scottsville, Texas.

A. L. Thompson, Tyler, Texas.

Fair Nursery, Tyler, Texas.

J. L. Downing, Wichita Falls, Texas.

J. L. Foster & Son, Denton, Texas.

W. A. T. Murray, Willis Point, Texas.

Edw. W. Teas, Houston, Texas.

Otto Locke, New Braunfels, Texas.

G. A. Shattenburg, Berne, Texas (deceased).

J. M. Thompson, Waco, Texas.

McGinnes Brothers, Dallas, Texas.

Otto Lang, Dallas, Texas.

McKinney Nurseries, McKinney, Texas.

Fitzgerald Nursery, Stephenville, Texas.

Robert Drumm & Company, Ft. Worth, Texas.

W. E. Ray, Oklahoma City, Okla.

C. V. Nurseries, Blackwell, Okla.

Williams & Harvey, Tulsa, Okla.

Jim Parker, Tecumseh, Okla.

Parker Bros. Nursery, Fayetteville, Ark.

Garfield Plant Company, Garfield, Ark.

Baker Nursery Company, Higginson, Ark.

Durant Nursery Company, Durant, Okla.

(To be continued)

16,000 Acres of Grapes In Spring

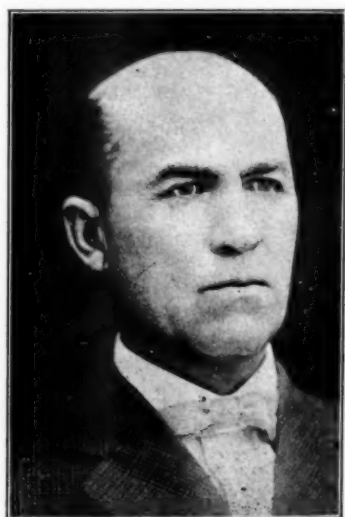
The 12,000 acres of grapes in the Ozarks of Missouri and Kansas will be swelled to 16,000 next spring. The crop this year in the Ozarks was 400 cars, valued at approximately \$800,000. It is expected that 1,000 cars will be moved next year as some young vineyards will come into bearing. The Frisco railway's share was 244 cars this year, valued at \$475,000.

Charles O. Warner, Geneva, N. Y., is director of the Geneva Chamber of Commerce annual drive for members. Secretary Vincent S. Welch and others arranged a special program for the annual dinner to mark the conclusion of the active administration of J. P. Rice, president of Rice Bros. Co., as president of the Chamber.

"I do not think that the merits of any article can be enhanced by advertising it at a ridiculously low price. On the other hand, I think an article is cheapened and the force of an argument is very much weakened by offering goods at a price much below the standard market price."—M. R. Cashman, Clinton Falls Nurseries, Owatonna, Minn.

Can you saw it in AMERICAN NURSERYMAN

MEN WHO ARE LEADING PRESENT DAY ADVANCEMENT



J. R. MAYHEW, Waxahachie, Tex.



C. C. MAYHEW, Sherman, Tex.



WILL B. MUNSON, Denison, Tex.

AMERICAN NURSERYMAN



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Monthly by
AMERICAN FRUITS PUBLISHING CO. INC.
29 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Treas.
Phones:—Main 5728, Glenwood 700

Chief International Publication of the Kind

SUBSCRIPTION RATES
One year, in advance - - - \$3.00
To Foreign Countries and Canada - 3.50
Single Copies - - - - - .50

Advertisements should reach this office by the 25th of the month previous to the date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

Rochester, N. Y., May, 1925

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1892, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today, and that faith is justified."

THE MID-MONTH ISSUE

American Nursery Trade Bulletin

Affords in connection with the "American Nurseryman" an exceptional semi-monthly trade publicity service for Nurserymen. Rate: \$2.50 per inch; forms close 10th. Advertisements in "American Nurseryman" are reproduced in the "American Nursery Trade Bulletin." Subscription, \$1.

"Standardized Plant Names," by Olmsted, Coville and Kelsey, is the standard in this office.

A NEGLECTED WORK

While the national association of Nurserymen has done practically nothing in the way of Market Development during the last two years, the representative bodies of other industries have pushed steadily on in the matter of effective publicity. Under a wide-spread proclamation, "Clean Up and Paint Up," the paint manufacturers have put on a strong campaign, very like in its co-operative features the "Plan to Plant Another Tree" campaigns directed three years ago by J. A. Young of the Tree Lovers Association of America.

If under the next administration the American Association of Nurserymen decides to spend its money effectively it can profitably take a leaf from the Blue Book of the paint manufacturers, a perusal of which ought to convince any intelligent person that J. A. Young's ideas are exactly right, workable to the last degree and profitably employed in another industry closely allied to the Nursery industry.

"Plan to Plant Another Tree" survives despite neglect, on the stationery and in the minds of some Nurserymen and in the memory of thousands who applied it once at least in actual practice.

ONLY A SUGGESTION NEEDED

Extension of the idea of planting memorial trees could well engage the attention of more Nurserymen than it does. There are public-spirited citizens in every community who need only a practical suggestion by a Nurseryman in order to start a movement by an individual or a group resulting in the planting of memorial trees in school, church, municipal building grounds or parks, in honor of local, state and national characters:

The American Association of Nurserymen has set a good example by planning to plant a tree, at the coming June convention, to commemorate the semi-centennial anniversary of the association. Some organizations plant a tree at every annual meeting.

An officer of the A. A. N. recently received this interesting communication from McGinnis & McGinnis, Nurserymen specializing in landscape designing, Dallas, Tex.:

It will be of interest to you to know that we planted a barkberry 31 feet in height, 12 inches in diameter Feb. 22rd, on the grounds of the Southern Methodist University, in Dallas, Tex., in honor of Dr. S. S. Munger, one of the benefactors of the university who gave the money for the first trees on the campus 10 years ago. This institution at the age of 11 years has 2,500 students.

Appropriate Arbor Day exercises were held. In the following week trees wereambiguity.

Qualifications for A. A. N. Membership

Of the three classes of membership provided for in the constitution of the American Association of Nurserymen, it is the first class that the correspondents quoted in a recent issue referred to.

Article 1 of the constitution defines active or voting members as those who "shall be actively engaged in the Nursery business and bear reputation for trustworthy dealings that must be maintained as a condition of membership."

Naturally a trade association which insists by constitutional declaration that the dealings of its members must be trustworthy will not actually prohibit the use by its members of the slogan: "Trustworthy Trees and Plants. Member A. A. N." The use of the slogan is not encouraged, but it is tacitly permitted, as instanced by numerous examples of printed matter daily sent out.

planted to commemorate the names of Robert E. Teas and other Texas and United States characters of note. Public-spirited citizens have donated 20 hackberry trees 8 to 10 inches in diameter, 20 live oak trees two inches in diameter and 50 pecan trees 3 inches in diameter.

"LEGITIMATE" BY HIGH AUTHORITY

Seven members were added to the American Association of Nurserymen during March, at a cost of about seven hundred dollars—an average cost of \$100 each, according to Secretary Sizemore's report. In ten years a \$10 member will become "self-supporting." For the purpose of mathematical calculation, it should be known that the two "legitimate trade papers," offered to circulate the membership propaganda throughout the trade (one of them with a mailing list of upward of 6,400 names) without any cost—two publications monthly instead of one!

To the multifarious duties of President Kelsey of the A. A. N. have been added those of a mathematician, due to the comments by "A Skeptic" whose conversion to A. A. N. financial policies is yet to be announced. Professor Kelsey in his recent lesson in arithmetic finds "the best investment at the least cost ever attempted by the Association."

Figures are often confusing. The professor chides a pupil for not perfecting his arithmetic so that he can state a proposition fairly, and dismisses the class by quoting the florists' slogan.

We note that in the course of the disquisition the professor explains that a house organ is a feeder for the legitimate trade papers. This seems to indicate that there may be some of the other kind. However, that may be, the only two Nursery trade papers must be the ones to which he refers and it goes without saying that they are proud to be so classified by so high an authority.

In another column of this issue the fine indorsement of "Plan to Plant Another Tree" by a former president of the American Association of Nurserymen is presented.

And President Kelsey came also. But he hitches his indorsement to the work of the American Tree Association which has had nothing to do with "Plan to Plant Another Tree," per se. We suggest that this effective slogan should properly be connected invariably with the organization which fathered it—the Tree Lovers Association of America of which J. A. Young is the secretary—whenever it is used as to be likely to cause

Everything that is implied in the slogan is encompassed by the Code of Ethics adopted by the association.

Just what will take place if this slogan is not lived up to is clearly shown in Article 9 of the A. A. N. constitution.

The effectiveness of this slogan depends largely upon the action of the vigilance and executive committees of the A. A. N.

Nurserymen who apply for membership in the A. A. N. have much to contemplate, besides making the application and providing the fee. So have present members.

It is for these reasons that a member of the A. A. N. advertises: "If you are a member of the American Association of Nurserymen you need not be rated in Dun's or Bradstreet's; you need not send references—your credit is good with me."

A. A. N. LEADER'S INDORSEMENT OF REAL PUBLICITY

For Market Development—Says It Is Worthy of National Organization's Earnest and Active Co-Operation—Something the A. A. N. Can Do With the Money of the Members for the Good of the Entire Industry—No Question As To Results by Spending Organization Funds This Way.

NATION-WIDE PUBLICITY AUTOMATICALLY, INSTANTLY, CONSTANTLY

In the April issue of the *American Nurseryman* the following, pertaining to trade publicity, appeared.

"A publicity campaign for market development that would work automatically—a campaign under a system whereby editors of newspapers would earnestly seek material for increasing the demand for Nursery stock (instead of being asked to use matter in which they have little or no interest)—is the kind Nurserymen are looking for, we presume, if they are looking for any development of their market.

"Well, that is exactly the kind of a campaign that the Nurserymen are passing up. The machinery for it stands practically ready for use—at least the system has been perfected, a system worked out at much cost of time and money."

This referred to the Plan to Plant Another Tree movement which was so successful a few years back—the best publicity proposition ever brought to the attention of the *American Nursery Trade*.

Almost at the time of the publication of the above matter one of the most prominent Nurserymen in the country, recently a president of the *American Association of Nurserymen* and still occupying a position high in the councils of the national organization (but not connected with the campaign), was writing to J. A. Young, Aurora, Ill., the secretary of the *Tree Lovers Association of America* whose slogan has been named above, as follows:

NO OTHER PUBLICITY PLAN DREW SUCH AN INDORSEMENT

"My dear Mr. Young:

"At this season of the year, matters arise very often that recall your activities in connection with the "Plan to Plant Another Tree" campaign, which you carried on so successfully a few years ago in the interests of the Nursery business of America.

"I think, as time goes on, Mr. Young, that every Nurseryman appreciates more and more the results obtained from your campaign and the force which you put into it.

"At that time, it seemed that every one was interested in tree planting and every women's club and civic organization was interested in your work.

"We are still reaping many benefits from that campaign, but it is very regrettable that the work could not have been kept up year after year, and I believe that it would not be difficult to organize the entire Nursery fraternity toward financing another similar campaign, and to keep it up providing, of course, that your health would permit you to assume the work.

"I am sure Mr. Averill will find a hearty response from the Nurserymen in the matter of contributing to clean up the old balance still owed by the *Tree Lovers Association*, and which I understand you personally guaranteed. Our concern is very glad to be able to say that we are heartily in favor of Mr. Averill's method in cleaning this matter up. We have contributed our portion.

"This letter is not to talk about that, however, but to remind you that we think

of you very often when we realize what a big loss it is to the Nursery business not to have J. A. Young and the "Plan to Plant Another Tree" propaganda booming the Nursery business."

This letter voices the sentiment of many Nurserymen in various parts of the country. Note the emphatic indorsement throughout this letter:

EIGHT SIGNIFICANT POINTS

I—"Campaign carried on so successfully in the interests of the Nursery business of America."

II—"Nurserymen appreciate more and more the results obtained."

III—"It seemed that everyone was interested in tree planting."

IV—"Every woman's club and civic organization was interested in your work."

V—"We are still reaping many benefits from that campaign."

VI—"It is very regrettable that the work could not have been kept up year after year."

VII—"I believe it would not be difficult to organize the entire Nursery fraternity toward financing another similar campaign and to keep it up, providing your health would permit you to assume the work."

VIII—"We think of you very often when we realize what a big loss it is to the Nursery business not to have J. A. Young and the "Plan to Plant Another Tree" propaganda booming the Nursery business."

THE ONE BIG THING NEEDED

Readers of the *American Nurseryman* know of the remarkable success attained in interesting thousands of persons in various parts of the country in planting trees, shrubs and vines. Nurserymen who took advantage of the lively interest by advertising individually or collectively in their home sections know how direct and prompt were the returns. The plan was heartily indorsed by bureau heads of the U. S. Department of Agriculture as it was by institutions and individuals wherever its provisions reached.

The one big thing needed was organized indorsement and co-operation by Nurserymen. The logical thing, of course, was for the national association of Nurserymen to take up the work (as was repeatedly suggested) and by organizing a strong publicity committee and employing a business manager to handle executive details, finances, etc., to have given the Plan the substantial backing it needed, relieving Mr. Young of the great mass of details and permitting him to guide the development of the Plan along the many lines which his fertile brain had conceived. It would be a man's job for him if he had been relieved of those details of operation.

Rather reluctantly, we have thought, the A. A. N.—forced by accumulating sentiment in the membership in favor of the Plan—"contributed" a small amount and later increased this to a monthly contribution of \$200, for a year. Then it sat back and awaited results.

There was no attempt, we believe, at hearty, enthusiastic co-operation—no offer to relieve Mr. Young, working single-handed, of the tremendous strain he was undergoing. The "contribution" by the national organi-

zation amounted almost to what Mr. Young himself had advanced, to say nothing of his day and night work.

The strain on one man's physical and mental strength was too much. He ended his lonesome work by a doctor's orders and transfer to a sanitarium.

And even then he offered to give his personal promissory note to cover the balance due in a movement whose importance to the \$50,000,000 *American Nursery Industry* is cited in the letter of an A. A. N. president quoted above.

The A. A. N. has repeatedly paid annually for market development work of doubtful value, five or six times the amount of its "contribution" to this Plan.

The Plan long ago—yes, even at the close of the first spring campaign's conclusive demonstration of its entire practicability—passed the stage of necessity for "helping out Mr. Young."

It is in that stage today.

Mr. Young is still able to direct a vigorous campaign—with big support, with strong executive organization and an ample fund—as is demonstrated in his reply this spring to an earnest inquirer, as published in the April issue of the *American Nurseryman*.

But his services should now be in the capacity of adviser.

Far beyond the ability of any other person he is equipped to direct what is without doubt the most effective Plan for Market Development for Nursery stock ever devised—for he originated it; and, as he says, was not within gunshot of exhausting the possibilities when his health, coupled with the lack of hearty, capable co-workers, compelled him to let go.

WHILE THERE IS YET TIME

While there is yet time, will provision be made for cashing in on this great opportunity for systematic, effective, country-wide Plan for Market Development? The hope is that Mr. Young will be spared to make it practicable to attain trade expansion on a scale of which Nurserymen have dreamed.

We are on the eve of another annual gathering of representative Nurserymen of the country. For a year or two Market Development has become little more than a memory in the Nursery trade, much money having been spent in other directions. Trade conditions may not continue as rosy. Systematic development may be longed for as a prospective aid when it will be desired as a very present need!

NOT PURCHASABLE AT ANY PRICE

N. B.—I—Under the Plan nation-wide publicity resulting in demand for Nursery stock is automatically, instantly obtained!

II—Such possibility is eagerly SOUGHT instead of GRUDINGLY GRANTED by the press!

III—Such publicity could not be BOUGHT at any price!

IV—The press agent—long since persona non grata in publication offices—is out of the question. His salary is saved!

V—Display or other advertising is not necessary. There is no quid pro quo. But Nurserymen who desire to advertise can do so locally in connection with campaigns and thus reap direct and exclusive returns for the money so spent!

CERTIFICATION OF NURSERY STOCK—A BIG IDEA

Latest Stages of Development Explained by the Originator of the Idea—Nurserymen Greatly Interested—In Practical Commercial Operation Under Direction of Massachusetts Fruit Growers Association—Two Weeks' School To Be Provided at Geneva, N. Y.

By PROF. J. K. SHAW, Mass. Expt. Sta.

I CAN tell you in a very few words of the year. The work has doubled, over progress of certification work this last year. We have increased the number of varieties of apples certified so that we are now handling 33 varieties. This includes all the commercial varieties in New England and some minor varieties, and also the principal varieties grown elsewhere in the country. I have here figures showing the number—I will not read them—but the total number of trees certified for the past four years, beginning in 1921, was approximately 2500 the first year, 8500 the second year, 66,000 the third year, and 126,000 last year. The number of trees rejected have been: 267 the first year, 438 the second, 905 the third, and 3505 last year. I would say in regard to the number refused certification, those untrue to name: that it can be taken only in a very general way as indicating the number of misnamed trees growers would have received had it not been for certification.

The Nurserymen knew of some of these misnamed trees, and would have cut them out on their own account. On the other hand, we do not know how many mistakes there might have been made between the time the trees were dug and the time they were shipped to growers. Furthermore, the total number of trees this year that we went over—that is, the total number of certified and refused trees, was 129,000. As a matter of fact, we looked over probably more than 200,000 because in many cases the Nurserymen had only the better-grade trees certified, while we passed on every thing in the row. We did not, however, go over all the trees in any Nursery as the Nurserymen wanted to have both certified and uncertified trees for sale.

You might be interested in the number of Nurseries: we started out with 1 in 1921; there were 2 in 1922, 3 in 1923, and 6 in 1924. The new firms taken on this past year were: Maloney Brothers, Barnes Brothers, Yalesville, Conn.; Rockland Nurseries, Blawnet, New York.

We have been in no Nursery as yet that did not have misnamed trees, but as we continued the work a second and third year, the number of misnamed trees becomes very small because we clean them out of the Nursery row, and when the Nurseryman cuts propagating wood it is all from trees true to name.

This work, as you all know, is done without cost, to the Association, the cost of being borne by the Nurseryman. The total expense of the work this year, I think is probably the same figure Mr. Atkins has, \$1178.00 for current expense, for seals and for all expense of certification. For new equipment, drills, presses, dies, etc., \$45.25, making a total of \$1233. I do not know as this agrees exactly with Mr. Atkins' figures, but it is practically the same. Cash received from Nurserymen, \$1167, leaving a deficit of \$55. We have on hand approximately 20,000 seals with a market value of \$53.00 and about \$75 worth of equipment. That estimate is based on the cost of the equipment less a reasonable amortization. We could not sell our equipment for \$75, but it is worth that to us if we continue the work. We followed the policy of just making it pay, not making any profit out of it, looking on it as a service to fruit growers and Nurserymen.

I hope the association will see fit to continue this work another year. I think it will be rather necessary to continue it until some other agency is found. It seems to me necessary that this work be supervised by some responsible organization of fruit growers, or some public, or semi-public organization.

We are ready to take on, if it is desired, the certification of plums and pears. There are not very many mixtures in these fruits. We are not ready to tackle peaches, a difficult problem. I doubt if we can distinguish the varieties. We could do a

great deal in straightening out peach varieties, but to certify them seems a little risky. We hope to prepare to take on sweet cherries. They are badly mixed in Western New York Nurseries. We plant but few cherries here in Massachusetts. If we should take them on it would be a very small part of the work.

One of our problems is getting a suitable wire for the seals. We have not been able to get one that will last until the trees come into bearing. Copper wire will last but it is expensive, and there is a possible slight danger—very slight of course—that the copper may injure the trees particularly if they are lacking in vigor. What is more serious, to my mind, is that it might scare people—buyers would object to the copper wire. I have hoped this year we would have a new wire that is being developed by the American Steel and Wire Co., which would be resistant to atmospheric conditions and might be expected to last. I visited their research chemist yesterday, and he tells me that they have been unable to draw the wire down to the desired size. moreover, it would be rather expensive, but they suggest a galvanized wire, which they think would last better than a tinned wire. So, we hope to have a wire that will last better than the present wire. I think the wire last year was a little more durable than that used the year before.

That concludes the main points of the work except we find it necessary to take on Mr. French of the Pomology department to help in the work. I think we are now prepared to handle all comers another year, in case there should be an increase.

Q. (From the floor): I wonder if Prof. Shaw could in a general way give us the amount of money during the last two or three years this work has gone on that has been added for certified trees by the Nurserymen over the same age and same size trees that are not certified.

A. (Prof. Shaw): I have only very limited information on that. I think last year the Nurserymen added 10 or 15 cents to the certified trees. This year, I understand they are adding less. I have heard of one asking 5 cents more for certified trees.

(From the floor): It seems to me if this work is being done for them at a cost not exceeding 1 cent a tree, they should not pass an undue burden on the buyer. I think this association, being practically the only association that guarantees this work for Nurseries, is in a position to insist on that. We can find Nurseries that are willing to take up this work and not pass an undue burden on to the buyer. I consider, with a cost to them of only one cent—I do not believe they put in any labor in connection with their work—it seems to me 5 cents would be an exceedingly profitable return for them to get for the expenditure of 1 cent. I think we ought to see to it that Nurseries thoroughly co-operate in this matter of charge.

Prof. Shaw: We have given much thought to that question. It costs the Nurserymen pretty nearly 2 cents per tree. They have had to put a good deal of labor in attaching the seals that the M. F. G. A. does not handle. The total cost to the Nurseryman has been a little less than 2 cents per tree. (It is difficult to get at it exactly). We have thought of attempting to regulate the Nurserymen's prices, but there are difficulties. Who shall say how much should be the profit? If we settled on a right sum we would be damned by both Nurseryman and fruit grower. If we set it low the Nurserymen would not agree. If we put it too high, the fruit growers would damn us.

We seal the trees in the Nursery row. No one can tell how many trees will be rejected for gall or for other reasons after they are dug. Furthermore, a Nurseryman can never tell how many certified trees he will be able to sell. We have felt we had better leave it to the law of supply and

demand. I think that will settle itself in time. From what little I have heard, I think perhaps there will be a reduction in price, this year. It looks difficult to attempt to regulate it.

Mr. Parker (Mass.): I would say this year I have quotations from Barnes Bros. on Cortland trees, \$75, and certified trees, \$95. Kelly Bros. has increased to 15 cents on certified trees.

Prof. Van Meter: Nurserymen usually have only their very best trees certified. Certified and uncertified stock are not exactly the same.

Mr. Parker: This quotation from Barnes Bros. was on one-year trees. It is the same grade, only a difference of 15 cents, which they said barely covered their expense.

Mr. Gilmore: It seems to me that here would be a chance for profit for the association—we are doing all that for nothing. If this association could get one cent out of certifying these trees, that would work out \$2000, perhaps we would be able to pay some of our bills.

Prof. Van Meter: There is just one little flaw there. The minute we go to make a profit out of this, it is business. As it is, we have a lot of influence—the minute we begin to try to make money out of it, that is all gone—we are in the business then.

Mr. Sabine: As I understand it, you do not certify 1-year-old trees?

A. (Prof. Shaw): Yes; a large portion of trees certified are one year trees.

THE AURORA BOREALIS

Our good President, Mr. Paul Lindley, referred to "Plan to Plant Another Tree" as the Aurora Borealis. We believe he referred to this because of the fact that the headquarters are in Aurora, Illinois. We believe he was right.

From our own Aurora, Illinois, we are sending out the light of planting education across the dark expanse of ignorance and indifference. But while the rays of the Aurora Borealis vanish as suddenly as they came and leave no trace of their erstwhile beauty, the rays from our Aurora remain. They take permanent form in avenues of trees, in green, gemlike lawns and gardens, in fresh, cool spots of verdure, in parks and playgrounds, in reforested farm acres, in blossoming orchards and fruit plots. Out of the night of bareness and desolation they are making to emerge a glorious splendor of beauty and productivity. They are helping in areas of enlightened America to shine against the darkness of neglected communities as the Aurora Borealis shines against the blackness of the midnight sky.

"Plan to Plant Another Tree" is scarcely more than one year old. In the short space of its existence it has spread to every state in the Union and into Canada. From its first announcement in the Chicago Tribune, March 26, 1922, it has been national.—Proceedings of A. A. N., 1923; address by J. A. Young.

Nurserymen Ought To Be Healthy

"In using the word horticulture," says Fred Nussbaumer, of St. Paul, Minn., "I mean to include fruit growing, vegetable gardening, floriculture, and landscape gardening. While floriculture is partially industrial, it has, in common with landscape gardening, a place in the fine arts. It must be admitted that no calling is superior to employment in horticultural pursuits, for work in all its divisions furnishes pure air, good food, and an adequate amount of muscular exercise conducive to restful sleep, all of which are essential to physical and mental health."

TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; 1925 Convention, Rochester, N. Y., June 25.
Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

California Assn. of Nurserymen—Chancellor K. Grady, Sec'y, 301 Phelan Bldg., San Francisco.

Connecticut Nurserymen's Association—F. S. Baker, Secy., Cheshire.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—F. F. Rockwell, secy., Bridgeton, N. J.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill. Jan. 1926.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., W. Newbury, Mass., Jan. 1926, Hort'l Hall, Boston.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo. Jan. 27, 1926, Kansas City, Mo.

Nebraska Nurserymen's Association—L. A. Moffet, Secy., Fremont, Neb.

New England Nurserymen's Association—G. Howard Frost, sec'y, West Newton, Mass.

New Jersey Association of Nurserymen—Wm. F. Miller, secy., Gloucester City, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y. Feb. 6, 1926, Rochester, N. Y.

Norfolk, Va., Nurserymen's Assn.—President, D. E. Hopkins, secy., L. M. Jones.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Howard N. Scarff, secy., New Carlisle, O.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonnerson, secy., Burton, Wash., Convention, 1925, to be named.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—C. Ferguson, Denver, Colo., secretary.

Rhode Island Nurserymen's Association—H. H. DeWildt, secy., 521 Elmwood Ave., Providence, R. I.

Southwestern Nurserymen's Association—Thomas B. Foster, secy., Denton, Tex. Oklahoma City, 1926.

Southern Nurserymen's Association—W. C. Daniels, secy., Pomona, N. C. Sept. 1925. Knoxville, Tenn.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan. Jan. 27-28, 1926, Kansas City, Mo.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.

HILL'S EVERGREEN PLATE BOOKS

50 four-color process prints, made from photographs. There are 25 Evergreen views with descriptions; the other 25 views consist of leading varieties of Shrubs and Roses. Size 5 1/2 x 9 inches. Price \$3.75 each. Price with leather cover \$4.50 each.

THE D. HILL NURSERY CO., Inc.
Box 402 DUNDEE, ILLINOIS

PEACH SEED

Tennessee Naturals. Write for Prices. Also 600 acres in Nursery Stock. Established 1872.

SOUTHERN NURSERY CO.
WINCHESTER, TENN.

BUXUS SUFFRUTICOSA

Bushy Plants	Size	100	1000
2 yr. tr.	4-5 in.	\$ 8.00	\$ 70.00
3 yr. tr. twice ..	4-6 in.	12.00	100.00
3 yr. tr. twice ..	6-8 in.	17.50	150.00
4 yr. tr. twice ..	8-10 in.	25.00	200.00

Garden Nurseries, Narberth, Pa.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

Plate Books, Circulars, Catalogues,
Printed Forms



Get them from the Makers

ROCHESTER LITHOGRAPHING CO.
ROCHESTER, N. Y.

ORDER NOW

FRESH CROP FRUIT TREE SEEDS: French Crab Apple, Pear, etc. to secure delivery this fall. An EMBARGO of all Fruit Tree Stocks is to be discussed June 29th at Washington Conference. Prepare in time. For particulars address

AUGUST ROLKER & SONS
Importers, NEW YORK, P. O. Box 752

LABELS FOR NURSERYMEN
THE BENJAMIN CHASE CO.,
DERRY, N. H.

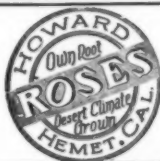
CHARLES DETRICHE & SON NURSERIES

Henri Détriché, Successor, Angers, France

Growers and Exporters of Fruit Tree Stocks, Forest Tree Seedlings, Rose Stocks, Shrubs and Conifers for Nursery Planting.

For all information as to Stocks, Prices, Terms, Etc., address:

JACKSON & PERKINS CO. (Sole Agents) NEWARK, NEW YORK



FIELD GROWN ROSES

NEW LIST READY JULY 1st

HOWARD ROSE CO., Hemet, Calif.

Berberis Thunbergi

3 year transplanted

9"-12" 12"-18" 18"-24"

Must move this fall.

Over three million Boxwood and Young Evergreens

Send for Trade Price List

Robert C. Young

Wholesale Nurseryman

GREENSBORO, N. C.

To A. A. N. members: Your credit is good with me.

Choice Nursery Stock

We have in storage a larger and better assortment this year than ever. If you are not on our mailing list, send in your name as you should have our lists whether you buy or not. When you come to Rochester next June to the summer meeting of the American Association of Nurserymen, we want you to make it a point to visit our plant and see how we handle tens of thousands of orders each year on the ship direct strictly C. O. D. basis. The scheme is not entirely new, but our method of handling will show you how it can be done, and put the Nursery Business on a higher plane than heretofore.

GUARANTY NURSERY CO.

131 Gould St. Rochester, N. Y.

BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Credentials awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today!

American Landscape School, 53 Newark, N. Y.

NURSERYMEN MAKE MONEY

Handling Our

MOSAIC-FREE

RASPBERRIES

LATHAM The new Minnesota

Red Raspberry.

OUTYIELDS ALL OTHERS

Early King Mosaic Free King

Yields Heavily.

Descriptive circular and prices on request

Andrews Nursery Co.

Established 1872

FARIBAULT, MINN.

"The Cultivated Evergreens"—A new book

A Handbook of the Coniferous and Most Important Broad-leaved Evergreens Planted for Ornament in the United States and Canada

Symposium by thirteen leading experts in a series of articles, edited by Dr. L. H. Bailey. Timely and valuable information on a live subject for practical use by Nurserymen. Should be in every Nurseryman's library.

Price: \$5.25 postpaid. Address

AMERICAN FRUITS PUB'G CO., 39 State St., ROCHESTER, N. Y.

Four Million Dollars Saved by Prevention

After experiencing one of the longest periods of damaging temperatures in years, the Pomona citrus fruit district has come through with 90 per cent of its crop safe. The Weather Bureau of the United States Department of Agriculture is given a large share of the credit for victory in this contest with the elements, and the manager of the San Antonio Fruit Exchange has taken the trouble to advise the Secretary of Agriculture accordingly. Advance information from the Weather Bureau on minimum temperatures in this district enabled growers to heat their orchards for 15 nights, in time to prevent frost damage.

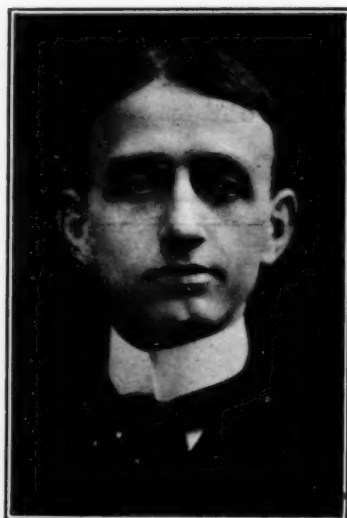
The citrus crop in the Pomona district is estimated at 1,600,000 boxes of fruit worth \$6,000,000. Judging by other districts having similar freezing weather and not equipped to heat the orange and lemon groves artificially, a saving estimated at \$4,000,000 was made.

The foregoing announcement is of interest as showing the value of Government service.

It would be more interesting because of wider territory covered—a nation instead of a state—to know approximately what the saving is annually, to agriculture and to horticulture in particular, by reason of Government work in preventing in great measure the ravages of injurious insects and diseases.

Thinking men and women know that this saving is immense, but some interests whose operations are affected by this work apparently need to be confronted with figures in order to see what their country's welfare demands.

Think of this when you read outbursts against protective measures.



J. M. PITKIN

The Dean of Newark, N. Y., Nurserymen,
Who Has Just Returned from a Winter
Sojourn in California

American Nursery Trade Bulletin

APRIL 1925

Trade Conditions on Pacific Coast	
By C. A. Tonneson, Secy.....	67
Special Report for California	
By George C. Roeding.....	67
Conduct of State Forest Nursery	
Handling Pine Seedlings.....	68
A Twenty-fifth Anniversary	
Of Bobbink & Atkins' Business.....	68
Prices, Quality, Over-Production	
By C. D. Hobbs, Milton, Ore.....	69
Losses and Expenses in Production	
Pacific Coast Topics.....	63
\$1,000 For a New Rose	
Competition for Growers.....	74
End of Famous E. & B. Sequoias	
Progeny is Widespread.....	75
Advantages of National Arboriculture	
Comment by Authorities.....	75
Ornamentals in California	
By George C. Roeding.....	67

ILLINOIS NURSERYMEN'S ASSOCIATION

N. E. Averill, Secretary

To the Members of the Illinois State Nurserymen's Association.

Since the organization of the Illinois State Nurserymen's Association the officers and members of the Association have united in building into the nursery industry of this state a higher appreciation of the nursery business, a clearer knowledge of our relations one with another, and the moral obligation of each member to conduct his business in a way that will not bring reproach upon our calling.

We were the first nursery association in America to adopt a code of ethics, a copy of which is herewith enclosed. Copy of Article VIII of the Constitution is also enclosed.

Because of natural difficulties it has been impossible in the past to protect the originators or introducers of valuable new fruits and plants in the manner in which a patent can be protected. Several years ago the National Association appointed a committee to work for legislation similar to that which some foreign countries have recently adopted for the protection of the introducer or originator of new varieties, realizing that morally and for the good of the industry such person is entitled to the just rewards of his work.

By an expensive round-about system, together with the adoption of much legal, formal methods, a degree of protection has been secured by the introducers of certain new fruits, rightfully due them.

The attention of the Executive Committee of our Association has been called to the fact that there is some question as to whether or not some of the members of our Association have been disregarding the moral and ethical rights of the introducers of new fruits and plants. If such rights have been disregarded, it is a situation that is much deplored by the officers and, we feel, by its members.

If the introducer of a new fruit or plant brings to the attention of the horticultural world something of value, he is entitled to his just compensation and protection. If it is of no value, the introducer is the loser, both as to reputation and in a business way.

The Executive Committee is now investigating the question of whether or not any of the members of the Association have been guilty of disregarding the rights of such producers and a report will be made by the committee to the next convention to be disposed of as the convention may deem proper.

In the meantime, it is to be hoped that the members, individually and as a whole, will not be guilty of supporting or entering into any transactions that are not in accord with the ethics of this Association.

EXECUTIVE COMMITTEE ILLINOIS NURSERYMEN'S ASS'N.

The executive committee of the Illinois State Nurserymen's Association met at the Hotel LaSalle, Chicago, Illinois, on February 18th. Several important matters of business were taken up. Working committees were appointed for the coming year. Every member of the Association was put on a committee, and we confidently believe this is the reason why the Illinois State Nurserymen's Association is head and shoulder above all other state organizations. Several new committees will be appointed for this year, making in all more than twenty working committees.

A summer meeting will be held at Urbana during the latter part of July or early August. This will be under the personal direction of the professors of the Horticultural Department at Urbana, Illinois, and will be a two-day session. This meeting will be confined principally to production problems, of which there are many examples in evidence upon the University grounds, and various problems can be taken up and discussed with the professors in charge. A great deal of good always comes out of these mid-summer meetings. It is the habit of many Nur-

Obituary



WILLIAM FLEMER, SR.

The founder of the F. & F. Nurseries, Springfield, N. J., and the Princeton Nurseries, Princeton, N. J., William Flemer, Sr., died April 15th aged 63 years after an illness of pneumonia for a fortnight.

F. & F. Nurseries were established in 1882 at Roselle, N. J. by Mr. Flemer and Oliver Felmy. Removal to Springfield was made in 1894. The Princeton Nurseries date from 1913. They are under the direction of William Flemer, Jr. The Springfield Nurseries are under the charge of C. H. Flemer, another son of the deceased. The widow and two daughters also survive. Mr. Flemer had a wide acquaintance throughout the country and was a familiar figure at state, district and national conventions in the trade.

serymen to make the trip by automobile, and visit the various Nurseries on the way.

A big rousing mid-winter meeting will be held again in Chicago on January 21, 22, 1926.

As much time, effort and thought are put on the programs, the following motion was passed:

Motion: No business is to be transacted at the foregoing mid-winter meeting during business hours. Any member that has joined under misapprehension can have his dues refunded by making application to the membership committee. Sessions will be continued on the same basis as this year, running from 9:30 a. m. to 12:30 p. m.

PLAN TO PLANT ANOTHER TREE FUND

Motion was made that the Illinois State Nurserymen's Association recognize the deficit in the American Tree Lovers Association. The secretary was instructed to take action and raise the \$1,500 deficit.

INCORPORATE

Motion was passed that the Illinois State Nurserymen's Association be incorporated without profit.

CODE OF ETHICS

As the Illinois State Nurserymen's Association is founded upon the highest plane and is perhaps the only state organization operating with a definite Code of Ethics, a case and point was brought up where a member had over-ruled the Code of Ethics and was offering a trade-marked apple at a ridiculously low price. A motion was passed to investigate the merits of the case from both sides. If the member in question is found guilty, he will be expelled and the matter given the widest possible publicity. The Illinois State Nurserymen's Association stands for fair and square dealing. They now have over 120 active members, and the slogan of the membership committee for next year is "Every Member Get a Member."

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

We Sell TO THE TRADE ONLY

APPLE: 2-yr. buds.
PEAR: 2-yr. buds.
CHERRY: 2-yr. buds.
PLUM: 2-yr. buds.
PRUNE: 2-yr. buds.

GOOSEBERRY: Oregon Champion, 1 yr.
CURRANT: A general assortment including Perfection 1 and 2 yr.

ROSES: Portland grown, 2 yr. buds.

CLEAN COAST GROWN SEEDLINGS:
Apple, Pear Mahaleb, Mazzard, Myrobalan and Norway Maple.

Also a large assortment of general Nursery Stock including one year budded Fruit Trees, Nut and Ornamental Trees, Shrubs, etc.

Our soil and climate produce a fine system of fibrous roots, without irrigation.

**Portland Wholesale
Nursery Company**
971 Sandy Boulevard
Portland Oregon

Soft Maple Seedlings

8-12 in. per 1000.....\$3.50
12-18 in. per 1000..... 5.00
18-24 in. per 1000..... 7.50

Wisteria 2 year @ 12½c

Yucca 3 year @ 15c

Butterfly Bush, Strong 2-3 ft. @ 15c
Butterfly Bush, Strong 3-4 ft. @ 20c
Send in your Surplus List. We can likely use some of your stock in exchange.

TITUS NURSERY CO.
Waynesboro, Va.

SCARFF'S Nursery

Headquarters for
Small Fruit Plants
and Lining Out Stock

Strawberries	Hardwood Cuttings
Raspberries	Iris
Dewberries	Peonies
Blackberries	Sage
Elderberries	Horseradish
Currants	Asparagus
Gooseberries	Rhubarb
Grape Vines	Barberry Seedling
Privet	Althea Seedling
Hydrangea P. G.	Mallow Marvel Seedlings

Our list quotes lowest prices
W. N. Scarff & Sons, New Carlisle, O.

WE WILL REPRINT

Your Display ADVERTISEMENT

Appearing in

American Nurseryman

American Nursery Trade Bulletin

At Nominal Cost

Advise Quantity for Price Quotation

GERANIUMS

Double Flowering

\$1.00 dozen; \$6.00 hundred; \$55.00 thousand

Alphonse Ricard

American Beauty

Aurora

Beaute Poltevine

Helen Michell

Jean Viaud

La Favorite

Madame Landry

Marquis de Castellane

Marquis de Montmart

Miss Frances Perkins

S. A. Nutt

Mrs. E. G. Hill, Single Flowering

Geraniums, \$1.00 doz.; \$6.00 hundred.

NEW FRENCH HYDRANGEAS

\$1.15 dozen; \$7.00 hundred; \$65.00 thousand

Avalanche

Eouquet Rose

E. G. Hill

Lillie Mouillere

Mme. Augusta Nonin

Mme. E. Mouillere

Mousseline

Pres. Fallieres

Souvenir de Madame E. Chautard

DWARF LANTANAS

95c. dozen; \$5.50 hundred; \$50.00 thousand

Alba Perfecta

Comte de Biencourt

Harkett's Perfection

M. Schmidt

Radiation

Jacob Schultz, \$1.00 dozen; \$6.00 hundred.

New Dwarf Lantana Tethys, \$1.15 dozen; \$7.00 hundred.

Our new catalog now ready for distribution. If you have not received a copy, write for same. Contains a list of everything we grow.

THE GOOD & REESE COMPANY

CHAMPION CITY GREENHOUSES

Dept. 113

Springfield, Ohio

Plow
Seed
Disc
Cultivate
Harrow
Rake
Weed



FEDERAL GARDEN TRACTOR

The Federal Garden Tractor makes 75 to 250 feet a minute with only 3 ounces push on handles. Does the work of four men in any garden. Also mows the lawn.

Free circular

Federal Foundry Supply Co.

2878 East 79th Street,

Cleveland, Ohio.

Dealers Wanted.

This
EASY
way

GRAPE VINES

And Cuttings. Also Currants, Asparagus, Strawberry plants.

Send for Price List and Particulars.

ESSIG NURSERY

BRIDGMAN

MICHIGAN

PORTLAND ROSES

Field-Grown—2 yr. Budded Stock

Over 300 Varieties to Select From

Our climate and soil produce, without irrigation, a hardier bush with a finer root system on which we receive many voluntary compliments.

Don't fail to get our prices before placing your order—or send us your want list for quotations.

Give us a trial and you will become one of our many satisfied customers.

**Mountain View
Floral Company**

341 East 72d St. So.

Portland

Oregon

SAN PEDRO RANCH NURSERY

Largest Wholesale Grower of

ORNAMENTALS

on the Pacific Coast

Lining Out Stock our Specialty

Compton, California

**Apple and Peach Trees
Barberry Thunbergi**

Ornamental

Trees and Shrubs

Send Us Your Want and Surplus Lists.

**FRANKLIN DAVIS NURSERIES,
INCORPORATED**

629-631 N. Howard St. Baltimore, Md.

Fruit Trees

Apple, Pear, Cherry, Plum, Peach. Small Fruit Plants—Raspberries, Red and Black, Grape Vines. Shade Trees—European Sycamore, Catalpa, Bungei, Maples. Shrubs—Barberry Thunbergi, Privet, Hydrangea P. G., Spirea, Weigelia, etc. Roses—H. P's. Highest quality of stock graded to the highest standard. In the business a third of a century. Send us your Want Lists.

T. B. West & Sons.

Maple Bend Nursery

Perry, Ohio

CLOSING TIME:

FOR TRADE
ADVERTISEMENTS

**AMERICAN
NURSERYMAN**

First Forms: - 23rd each month

Last Forms: - 25th each month

**AMERICAN NURSERY
TRADE BULLETIN**

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates.
American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

THIS SPACE

\$5.00 Per Month

Under Yearly Term
including publication also in the

"American Nursery Trade Bulletin"
Thus Covering the Trade

TRANSPORTATION

REFLECTIONS OF A FREIGHT CAR

My wheels have squealed on the frosted steel
Of an ice-bound northern world;
My sides have baked as I hauled my freight
Where the desert sandstorm swirled.
I've been frozen fast to a passing track
In the depths of the Crow's Nest Pass
And I've raced through a cloak of acrid smoke
From burning prairie grass.

I've traveled far in an aimless way,
As thousands of cars have done,
And at least I've learned that I have not earned
My keep in the long, long run.
I've been thinking tonight of the wasted miles
And the cargoes for which I've cried,
When ends didn't meet on the tonnage sheet
Because of an empty ride.

I've been routed home on empty slips
From every foreign road;
From Bangor, Maine, to the Texas plain
I've been billed with half a load.
I've come out of the west in a special train
With silk under heavy guard;
Then again I've sat till my wheels grew flat
In a congested railroad yard.

I've been dreaming tonight as I hurried along
Of those carefree days of yore—
Of the tonnage small, on the outbound haul,
With an empty trip home in store.
And yet, though pleasant my dreams have been
I find they are fading fast;
And I breathe no sigh for the days gone by
For I'm paying my way, at last.

—Author Unknown.

—From the Mutual Magazine, published
by The Mutual Beneficial Association of
Pennsylvania Railroad Employees.

ANOTHER TRAFFIC RECORD

An hour or so after President Doumergue of France delivered an impassioned appeal for a higher birth rate a certain Mme. Monier presented her husband and her country with four new daughters. The world applauded this prompt response and was ready to crown Mme. Monier as champion mother; but it had not then heard of Mrs. Frank Scott.

Mrs. Scott is an American of the stanch American State of Iowa. The day after Mme. Monier's achievement had been broadcast to the universe Mrs. Scott went proudly to the Burlington Railroad station at Jewell, Ia., bought a single first-class ticket and started to board a train.

With her she took the family Bible and thirteen children. When the conductor asked about their tickets she said they needed none. They were all hers, she said, and all under five years of age. She proved it by entries in the Bible. The conductor scratched his head, partly from amazement and partly from admiration, but there was nothing he could do about it. The youngsters rode free.

Mrs. Scott, it appears, is mother of nineteen, including five sets of triplets and two of twins.

—New York Central Lines Magazine.

Damage Claims Reduced in 1924

Freight claim payments during the year 1924 as reported by 209 railroads in the United States and Canada, amounted to \$48,262,543 compared with \$49,540,377 in 1923, a decrease of \$1,277,834, or 2.6 per cent, according to Mr. A. L. Green of the Committee on Freight Claim Prevention of the American Railway Association.

The number of freight loss and damage claims presented last year totaled 2,498,790 compared with 2,833,948 in 1923, a decrease of 11.8 per cent. At the end of the year there were 23 per cent fewer claims pending than at the corresponding time in 1923.

The reduction in annual claims in the last five years has been from more than \$120,000,000 in 1920, the last year of Federal Control, to \$48,262,543 last year, a reduction of more than \$70,000,000 a year. According to Mr. Green, the 1920 figure was really about \$175,000,000, as express claims aggregated about \$22,000,000 in that year, added to which must be the cost of adjusting approximately 6,500,000 freight and express claims and the cost of recovering several million packages that failed in transit.

\$20,000,000 in March for New Equipment

Orders for railway equipment for the month of March, according to compilations of the Railway Age, have totaled 106 locomotives, 4,679 freight cars and 111 passenger cars, estimated to have a total value of about \$20,000,000. The orders in March exceeded those of February this year but were much less than those of March last year.

Fast Freights Will Be Named

For the first time in American railway history fast freight trains are to be named instead of numbered. This innovation has been instituted by the Pennsylvania Railroad.

Some of the new names were chosen to typify speed and certainty, others have historical significance, and others relate to the character of service which the train performs. Altogether twenty-five regularly operated through trains have thus far been named.

To perpetuate the name of the first through fast freight line ever operated between the East and the West and the first to carry refrigerator cars the designation "Star Union Line" has been given to the fast freight from Atlantic Seaboard points to Chicago. The eastbound freight from Detroit which carries automobiles will be called "The Gas Wagon." The train carrying perishable freight from Chicago east will be known as "The Packer."

Other names of interest are as follows: "The Ironmaster," "The Bison," "The Blue Goose," "The Comet," "Man O'War," "The Mercury," "The Hummer," "Blue Streak," "The Bullet," "Spark Plug," "The Eagle," "The Meteor."

A total of 271 bills and resolutions affecting the railroads were introduced in the 68th Congress which adjourned on March 4, 1925. Of this number five were enacted into law, three in the first session and two in the second. The remaining 266 died upon adjournment.

Postal Regulations

"Treatment of C. O. D. Parcels Containing Nursery Stock"

(March 1925 Supplement, Postal Guide)

"The detailed instructions on this subject, which appear on page 19 of the January, 1924, Postal Guide, are republished below:

"It has been found that postmasters are not according uniform treatment to C. O. D. parcels containing dormant Nursery stock mailed by certain Nursery firms listed in various supplements of the Postal Guide and therefore the instructions in article 66, page 25, of the January, 1922 Postal Guide are revised as follows:

"The senders' instructions appearing on the back of the delivery office portion of the C. O. D. tag have been simplified and will read as follows: 'In the event of addressee refusing to pay the charges for any reason, deliver at once, without collecting the C. O. D. charges. If undeliverable, notify sender at once. If disposition is not furnished, parcel may be destroyed after 30 days from date of receipt. See senders' coupon for further instructions.' (See p. 19, January, 1924, Postal Guide.)

"The following instructions will appear on the extra senders' coupon which should be returned to the senders in every instance:

"This coupon should be returned to sender with money order. In event this parcel is delivered without collecting the C. O. D. charges, or is destroyed after 30 days, such disposition should be checked "X" hereon and this coupon returned to sender in penalty envelope. See senders' instructions on back of delivery office coupon."

"Below these instructions will be placed two spaces for checking the disposition made of the parcel as follows:

"Delivered to addressee without collecting C. O. D. charges."

"Destroyed after 30 days."

"The co-operation of all postmasters is enjoined to see that these C. O. D. parcels are handled in accordance with the instructions mentioned above. Extreme care should be exercised to insure senders being notified at once, in the event C. O. D. parcels are undeliverable."

Postmasters are requested to see that C. O. D. parcels, bearing these special instructions, are properly treated."

Illegible Manner of Writing Particulars on C. O. D. Tags

(September, 1924, Supplement Postal Guide)

The particulars on the C. O. D. tag should not be filled in with ordinary lead pencil, but in a legible manner with ink, distinctive type, or indelible pencil. Postmasters will immediately advise firms who apparently are lax in this respect that if their C. O. D. tags are not properly prepared the parcels will not be accepted for mailing, emphasizing the fact that carelessness in this matter will only serve to delay the receipt by them of money orders for their C. O. D. parcels and that, on the other hand, co-operation will be mutually beneficial.

Catalogues, Scions, Plants, Bulbs

Circulars, Other Printed Matter, and Merchandise—1½¢ for each 2 oz. or fraction of 2 oz. up to and including 8 oz. The rate for books (including catalogs) having 24 pages or more, seeds, scions, plants, cuttings, bulbs and roots remains as at present—1¢ for each 2 oz. or fraction of 2 oz. up to and including 8 oz.

The group photograph of those in attendance at the recent annual meeting of the Ohio State Nurserymen's Association is that of as fine a group of business-like gentlemen as any industry can produce. It is an unusually good photograph of the size and compass, and in addition a high calibre of individual character is reflected in the faces. The pose of the individuals uniformly is that of men proud of their calling, its associations and the state organization.

AMERICAN FRUITS PUB. CO., INCORPORATED—STATEMENT of ownership and management of "American Nurseryman" published at Rochester, N. Y., required by the Act of August 24, 1912: Editor, managing editor and business manager, Ralph T. Olcott; Publisher, American Fruits Pub. Co., Rochester, N. Y. Stockholders, Ralph T. Olcott, G. R. Olcott, R. T. Olcott, Jr. Sworn to and subscribed March 20, 1925, before E. F. Rosenhagen, notary public, whose commission expires March 31, 1927.

E. P. BERNARDIN

Parsons Wholesale Nurseries

Parsons, Kansas

Established 1870

SURPLUS FOR SPRINGAmor River North Privet, 2 yr., 2-3 ft.
4 branches and up.

Carolina Poplar, all sizes.

Thurlo Willow, 5-6 to 10-12 ft.

Lonicera Bella Albida, 2-3 to 5-6 ft.

Deutzia Pride, 2-3 to 4-5 ft.

Halls Honeysuckle strong plants.

Purple Wistaria, 2 yr. No. 1.

THE F. E. SCHIFFERLI NURSERIES

Established 1890

Fredonia, N. Y.

We offer Grape Vines, Currants, and Gooseberries in all varieties and grades for early spring shipment. Grown by SCHIFFERLI in "The Famous Chautauqua County Grape Belt."

Enough Said

Write for Prices

N. C. PEACH PITs

1924 CROP

J. VAN LINDLEY NURSERY CO.

Pomona

N. C.

EVERGREENS

Seedlings and Transplants—Only those of proven merit. Muhgo Pine, Red Pine, Blue Spruce, etc.

No collected stock. Propagated by us. Send for prices.

PIEDMONT FORESTRY CO.
Bound Brook, N. J.**TREE SEEDS**

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS B. FLEU, JR.

6625 Ross St., Germantown, Philadelphia

We are large growers of Fruit and Nut trees, Ornamentals and ROSES. Give us a trial. We know the quality of our stock will please you.

INTER-STATE NURSERIES

C. M. GRIFFING & CO., PROP'S.,
Jacksonville, Florida**GREENHOUSE GLASS**

Double and single thick selected glass all sizes, from 6 x 8 to 16 x 24

Ten boxes or more at wholesale prices

ROYAL GLASS WORKS

North 10th St., and Kent Ave.

BROOKLYN

NEW YORK

**GRAPE ROOTS**

For Garden and Vineyard Planting. Best varieties; well rooted; vigorous. Also Currants, Gooseberries, Asparagus. Free catalogue.

T. S. HUBBARD CO.

FREDONIA

NEW YORK

Barberry Thunbergi

3-yr., heavy and strong

California Privet, 2-year.

Apples, 2-year; Pears, 2-year

Sour Cherries, Plums, Asparagus,

Grape Vines, Peaches, Shrubs,

Ornamental Trees

Rockfall Nursery Co.

Rockfall, Conn.

Broadleaf and Coniferous EVERGREENS

English Laurel, Japanese Ligustrum, Gardenias, Aucuba Japonica, Biota, Retinosporus, Thuya.

Price list on request.

Audubon Nursery

H. VERZAAL, General Manager

Wilmington, N. C. P. O. Box 275

PEACH PITs

Our Stock Compares Favorably with the Best

Hogansville Nurseries

Hogansville, Ga.

KINKADE GARDEN TRACTOR

AND POWER LAWN MOWER

A Practical, Proven Power Cultivator, for Gardeners, Suburbanites, Truckers, Florists, Nurserymen and Fruit Growers.

American Farm Machine Co.
2589 University Ave. Minneapolis, Minn.**Fruit and Flower Plates**

CATALOGUES—ENGRAVINGS

Plate Books, Folios, Maps, Stock Forms, Office Supplies, Circulars, Order Blanks, Price Lists.

United Litho & Printing Companies

228 South Avenue, Rochester, N. Y.

RE-ISSUE IN

3 Volumes Of

CYCLOPEDIA OF HORTICULTURE

By LIBERTY H. BAILEY

For \$20.00 you can now purchase this standard cyclopedia which, in the former 6-volume edition, cost \$40.00. The re-issue is brought out in 3 volumes instead of 6, yet contains exactly the same material.

For Sale By

American Fruits Publishing Co.

P. O. Box 124

Rochester, N. Y.

COLOR PRINTS

Of Horticultural Subjects From Actual Photographs

ALSO OUR

"Compact" Plate Book

PROCESS COLOR PRINTING CO.

(Formerly CHRISTY, INC.)

Searle Bldg.

Rochester, N. Y.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSEYMEN.

WHITESHOWERS

Watering Equipment

For Inside and Out. Send for Circular. 6458-71 DuBois Street, Detroit, Mich.

HYDRANGEA P. G., SPIREAS, WEIGELAS, PHILADELPHUS and other HARDY SHRUBS, CALIFORNIA PRIVET two-year, ROSES, BLACKBERRIES, GRAPE VINES, SILVER MAPLE, EUROPEAN SYCAMORE, CATALPA BUNGEI and FRUIT TREES.

H. J. Champion & Son

PERRY, OHIO

RELIABLE PECAN TREES

We offer selected Pecan Trees, produced by improved methods of careful bud selection which insure profitable results for the planter. All standard varieties. Make your reservations now. We grow other nursery stock, especially good budded and grafted Rose Bushes.

SUMMIT NURSERIES, Monticello, Florida

PRIVET AND BERBERIS

SPLENDID STOCK

Write for Special Quotations.



LESTER C. LOVETT

Milford

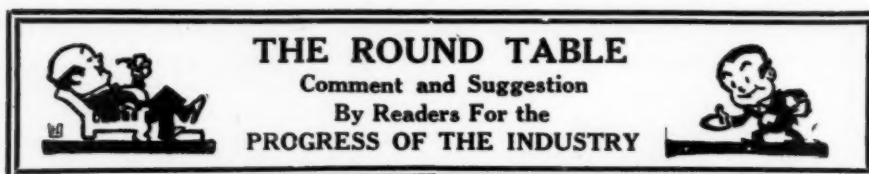
Delaware

THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade. Practical Departments and Active Committees are at work. Are YOU a MEMBER? Write CHARLES SIZEMORE, Sec'y, LOUISIANA, MO., for full particulars.

 American Association of Nurserymen 
BUILDERS of BEAUTY

 American Association of Nurserymen 
BRINGERS of BOUNTY



Two Weeks School for Variety Identification in Geneva

Editor American Nurseryman:

There is under consideration a project for holding a two weeks' school for Nursery fruit tree variety identification at Geneva, N. Y., during late June or early July. It will be held at the New York Experiment Station with the co-operation of the Massachusetts Agricultural College, the New York State College of Agriculture and local Nurserymen.

The American Association of Nurserymen, through their generous financial assistance has made this project possible.

Instruction in variety identification is to be under the direction of Dr. J. K. Shaw of the Massachusetts Experiment Station.

Instruction in varietal characters will be intensively pursued during the two week period in the class room and Nursery. One or two lectures each day on various phases of Nursery work and fruit growing will be given by leading Nurserymen and members of the staff of the New York Experiment Station and College of Agriculture. All the work of the school will be as intensive and practical as possible.

The school will be open to members of the staff of Agricultural Colleges, advanced students, and experienced Nursery workers.

Whether this project is carried out will depend on the demand for it. Will you kindly bring this matter to the attention of the members of your department and to any and all members who might be interested?

There will be no expense other than necessary travel and living expenses. Application blanks are enclosed.

Notification of exact date will be sent as soon as sufficient enrollment is received. A minimum of ten applicants will be required.

ROLAND H. VERBECK.

Director of Short Courses.

Mass. Agl. College,
Amherst, Mass.

Application for Two Weeks' School of Nursery Fruit Tree Identification at Geneva, N. Y.

I hereby enroll for the two weeks' School of Nursery Fruit Tree Identification at Geneva, N. Y., to be given during late June or early July (exact date to be announced later).

Name
Home Address
Official Position
Date of Application.....

Mail this blank to Roland H. Verbeck, Director of Short Courses, Massachusetts Agricultural College, Amherst, Mass.

Editor American Nurseryman:

It is really surprising how selfish some states are.

Some states have enacted laws that require a \$1,000 or \$1,500 bond before Nursery stock can be shipped into the state. It is obvious that such laws were enacted for the purpose of protecting the business of Nurserymen of their own state. There is no other reason for such laws. Of course they will say that it is for the protection of purchasers against unscrupulous Nurserymen. If that is the fact, then every state should

enact such laws and they should apply to every industry and every business transaction alike. Why not put into the same class shoe factories, flour mills, textile factories, tanneries, paint factories, automobile factories and in fact every other industry that is in a position to misrepresent.

The fact is that buying and selling is a mutual contract and in every case the buyer has the privilege to require a bond or security with every purchase and if the buyer does not ask such security is it the duty of the state to force such a security?

Such laws are plainly in violation of the U. S. constitution which reserves the right to regulate commerce between the states to congress alone.

But who is to blame for such laws? Certainly not the purchasers, but Nurseries in such states. No Nursery law was ever enacted except through the influence of Nurserymen. Every broad-minded unselfish Nurseryman realizes that such laws should be repealed or declared unconstitutional by the highest tribunal. I think that every Nurseryman and every Nurseryman's association should use the utmost effort to cause the repeal of such laws. What we need is one uniform shipping tag that would be good in every state in the Union. Perhaps this subject was discussed before, but it does no harm to bring it up again.

JOHN P. VIKLA.

Lonsdale, Minn.

Greetings From Java

Henry B. Chase, Chase, Ala, who with Mrs. Chase and Mr. and Mrs. W. C. Reed, Vincennes, Ind., are on a tour around the world, sent the following message to the editor of the American Nurseryman, under date of March 11th:

Batavia, Java, Dutch East Indies.
Greetings from Java the Beautiful. Have now covered 20,000 miles and have 15,000 to go. All is well. It's a grand old world!

Manilla next, then to China and Japan. Home in June. All four of us well and going strong. It is a wonderful experience. Regards.
H. B. CHASE.

Sold Practically Everything

Editor American Nurseryman:

Trade has been very satisfactory with us. We have sold practically everything for this season, with shortage on several items. No doubt our fellow Nurserymen are having their share of this prosperity.

We experienced a very early spring which enabled us to get our orders out on time, but also makes us hustle to get our planting on the way. According to the heavy demand this past season we may safely look upon the near future for a prosperous business with good and well grown stock as our motto.

THE EVERGREEN NURSERY CO.

Wilton, Conn.

P. J. Van Heiningen.

April 20, 1925.

BOBBINK & ATKINS

Rutherford, N. J.

POT GROWN Vines, Climbers,
Roses, and Herbaceous Plants.

Send us your list of wants for quotation.

Wanted to Buy

PINUS INSIGNIS, PIRIS PONDEROSA SEEDS. WANTED FROM RELIABLE SOURCE. F. GEORGE STIRLING, WHOLESALE NURSERYMAN, WANDONG, VICTORIA, AUSTRALIA.

Editor American Nurseryman:

Sales to date this season are much better than any season in the past. There seems to be a heavy demand for small trees for windbreak and reforestation purposes, and also a heavy demand for evergreens.

Orders are averaging larger than usual, the spring is three weeks in advance of previous seasons and we expect an early shutoff on that account.

GURNEY SEED & NURSERY CO.

Save the Redwoods League

We are indebted to Secretary Newton B. Drury, of the Save the Redwoods League, Berkeley, Cal., for copies of the League's report for 1924-1925, an interesting illustrated account of a great work. Our readers will be pleased to know that the League has succeeded in preserving many of these fine trees. The work is still in progress. Interested persons should communicate with Secretary Drury. The report is well worth reading.

The Delicious variety of American apples has gained considerable popularity during the past year, reports Edwin Smith, foreign representative of the United States Department of Agriculture, who is making a first-hand study of foreign markets for American fruits. "Although a long time favorite in American markets, British markets have had a decided aversion to the Delicious," Mr. Smith says. "The Glasgow trade report a decided change in this respect the past year, and that Delicious are now being eagerly sought after."

The "Plan to Plant Another Tree" movement figured in the annals of the American Association of Nurserymen in 1923 to the extent of occupying in name the center of the outside back cover, with a portrait of Secretary J. A. Young and his convention address of that year on the inside pages of the official proceedings. That address, by the way, is well worth referring to for particulars of the movement.

When writing to advertisers just mention American Nurseryman.

We Will Mail TRADE CIRCULARS PRINTED MATTER

Addressed to
"AMERICAN NURSERYMAN" LISTS

Your Mailing Problem Solved

The AMERICAN NURSERYMAN mailing lists are declared to be the most accurate in existence—the result of years of compilation and hourly revision to keep them up to date. Directory lists are necessarily incomplete and out of date. They are postage-killers.

A SUPERIOR DIRECTORY SERVICE

Send us your Trade Circulars, Price Lists, Bulletins, etc., for mailing out to our comprehensive lists of Nurserymen of U. S. and Canada, in any lots from 1,000 to 6,450, in certain states or sections if desired, at following rates:

	Per M
Lists rental	\$4.00
Addressing	3.50
Folding per fold.....	.75
Stamping	1.00
Mailing	2.00
	\$11.25

Matter may be sent to us folded; Government stamped envelopes may be used; thus eliminating folding and stamping costs at this end.

Exclusive, Comprehensive Lists. Time-Saving. Your Mailing Problem Solved.

AMERICAN FRUITS PUB'G. CO.
P. O. Box 124 Rochester, N. Y.

LAST CALL!

Three Thousand
Hydrangea, P. G. Left
at 4½ Cents

(In lots of 250 or more)

These are from hardwood cuttings strongly rooted and measure from nine to twelve inches above crown.

D. S. DUNLAP
CROMWELL, CONN.

Money-Maker Greenhouses



Royal Palm Nurseries, Oneco, Fla. Make New Use of Lord & Burnham Greenhouses

KNOWING the constant repairs and short life of slat houses, they built the complete frame of one of our greenhouses and used canvas for the roof instead of glass.

Another of the unique things

they are doing is growing and propagating the seeds and plants secured from Botanical Gardens the world over.

If this nursery can make greenhouses pay, so can you.

Let's talk it over together.



Glimpse of Two of the Royal Palm Nurseries' Lord & Burnham Constructed Greenhouses.

Western
Factory
Des Plaines,
Ill.

Lord & Burnham Co.

Builders of Greenhouses and Makers of Boilers

Canadian
Factory
St. Catharines,
Ont.

Eastern Factory, Irvington, N. Y.

Irvington
New York

Philadelphia
Chicago
Boston

Cleveland
Denver
Kansas City

St. Louis
Buffalo
Montreal

Toronto
Greensboro

HARDY OSTRICH FERNS	\$ 7.00 per hundred
DAHLIAS, Pink, Red, Yellow	7.00 " "
IRIS, 50 Named Sorts	6.00 " "
PEONIES, Choice Seedlings	15.00 " "
ARBOR VITAE, 12-18 inch	15.00 " "
JACK AND SCOTCH PINE, 18-24 inch	15.00 " "

STRAND'S NURSERY,

COMPLETE GENERAL STOCK
Box 36

TAYLOR'S FALLS, MINN.

Peach Pits

The Howard-Hickory Co.
Hickory, N. C.

We Grow in Large Quantity.
For the Trade Especially
GRAPE VINES, RED and BLACK
CURRANTS, ASPARAGUS
ROOTS, RHUBARB
In 1 and 2 yr. old. Also cuttings of same.
Write for list and price.
L. J. RAMBO, Bridgman, Mich.

THIS SPACE

\$2.50 Per Month Under Yearly Term
Contract
58 Cents Per Week
Less Than Yearly: \$2.80 Per Month

VIRGINIA GROWN PEACH TREES
For sale or exchange for hardwood cuttings and lining out stock, Greensboro, Hiley, Georgia Belle, Elberta and J. H. Hale.
Fruit taken from bearing orchards in N. C. Sand Hill Peach Belt, and stock is strictly first class.
Special prices on large lots.
JONES' NORFOLK NURSERIES
206 Terminal Building Norfolk, Va.

SURPLUS LISTS

Can Be Published to Advantage
In the Special Department of
Classified Advertisements

Provided for that Purpose in
American Nurseryman
American Nursery Trade Bulletin
Rate: 20c per 8 Pt. line. Minimum: 5 lines

SHADE

When you see the above you think of scarcity. Our quality, root-pruned stock is selling fast and we are already sold out of many varieties and sizes of shade trees.

We still offer:

SILVER MAPLE in sizes 1½ to 3 inches.

CATALPA BUNGEI, one and two year heads.

ORIENTAL PLANES, 1½ to 2 ins.

PIN OAK and RED OAK, all sizes up to 2½ inches.

AMERICAN ELM, all sizes up to 3 inches.

Our power digger gets "down and under." If you buy our trees, you get the roots.

The Cole Nursery Co.

"Everything that is Good and Hardy."

Painesville, Ohio

BERBERRY

(Seedlings)

IBOTA PRIVET

(Seedlings)

Special Prices

to clean out a
small surplus

C. E. WILSON & CO.

MANCHESTER, CONN.

CALIFORNIA AND AMOOR RIVER NORTH PRIVET, one-year in grades.

One and two-year Asparagus and Rhubarb. Peach Trees, principally Elberta; Spireas, Deutzias, Forsythias, Evergreens and Boxwood in assortment. Also Lombardy Poplars. Prices right. Mail want list.

Westminster Nursery, Westminster Md.

FLORISTS' FLOWER SEEDS

FOR SUMMER SOWING

Perennials and Biennials.

Florists, Growers, Nurserymen, Seedsmen. Order your supplies early from the leading hardy flower raisers.

Kelway & Son, Langport, England

NOTICE

To all American Nurserymen and Seedmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of £1.50 covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1883

H. A. LTD., Loddham, Nottingham, Eng.

Keeping Records Is Easy

By W. J. Kane, Before Ill. Assn.

The one big reason, I believe, why the average merchant is more or less fearful of having adequate records is the fact that he thinks keeping them a job for an expert. Gentlemen, there is nothing more simple. Any fellow can work records that will be adequate for his needs. He only has to consider four things: He buys merchandise, he sells merchandise, he receives money and he pays money. That is all he does and all you do whether you run a million dollar business or a ten million dollar business or a peanut stand down on the corner.

What do you do when you buy? You simply take a sheet and make two classifications, for there are only two kinds of merchandise that you can buy—merchandise to use personally and merchandise to sell. When you buy merchandise to sell you record it in one column, according to the merchandise invoices. (They are bills that you have got to make your revenue on.) In a second column you report merchandise bought to use. But how are you using it, personally or for the business operation?

What do you sell? There are only three sources whence money can come into your business. You get money from your credit customers when you bill them. Then there is the money that comes in as cash from merchandise sales. In a third column you put all other money that you receive. If you sell an old truck or some old tires or sell junk, it is "miscellaneous money" that you receive; and the same if somebody uses your telephone and pays you for a long distance call.

These are the three sources of money. The big one is the charge customer; then come cash sales; and all other receipts go as miscellaneous.

What do you pay? Only two classes of accounts—the wholesaler or the grower according to the invoices covering what we bought to sell; and secondly, commissions, for operating expenses, light, electricity, coal, salaries, incidental wages and expenses, etc. All these you put in a second column.

What does this mean to the merchant? Simply that he has thereby worked up a double entry set of books. From it he knows what he has bought; what he had paid out; what his expenses are and what he has received. This method is so simple that the average man can keep up such records every day in about an hour. I know men that are doing it—keeping their records up to date. And on any and all occasions they know exactly where they are.

William A. Beaudry, Chicago, is landscaping the grounds of Rosary College, River Forest, Ill. He was the only Nursery exhibitor at the recent Own Your Own Home Show at the Chicago Coliseum.

THE ROSE FARM

Incorporated
White Plains, New York

HIGH GRADE PHOTOGRAPHS

Photographs of Shrubs, Trees, Flowers, etc. Colored or plain. For catalog reproduction or for salesmen's samples. Our subjects are all fresh and new and we are continually enlarging our assortment. Write for list and prices.

THE PITTS STUDIOS

112 Clinton Avenue, South
ROCHESTER, NEW YORK

58c Per Inch Per Week

Covers the Entire
Nursery Trade
through
**AMERICAN
NURSERYMAN**
P. O. Box 124



Rochester, N. Y.

Satsuma Festival

Orange blossoms clipped by thousands from Satsuma trees too young to sustain the fruit they seek to bear, perfumed and beautified Mobile's first celebration of the National Satsuma Blossom Festival, April 15. Nurserymen find these pearl-white flowers growing in graceful profusion on plants that have not yet been placed in the orchard where they are to grow and yield their golden harvest.

Sponsors riding in flowered-decorated cars, music, aeroplanes flying overhead, children in fancy costumes, suggesting the Satsuma and its Japanese origin, a tour through orange and pecan groves by a thousand automobiles filled with home-folks and visitors, a baseball game taking the place of the pageant which forms a part of future plans for the National Satsuma Blossom Festival, gay crowds, spring, sunshine and hope. These were some of the high spots in a celebration that means much to the people of the Gulf Coast counties from West Florida to the Louisiana line; but particularly to the counties of Mobile and Baldwin, also that part of Escambia county where Satsumas are grown in commercial quantities. This year's crop is estimated at 200 carloads.

Crop Prospects Must Improve

Editor American Nurseryman:

Sales and collections this spring show a very slight improvement over last year. Of course, as usual, we look for better business the coming season, but crop prospects must improve over last year. So far, we are experiencing the worst April drouth we have had in years.

Wauke, Iowa, CENTRAL NURSERIES.
April 23, 1925.

When writing to advertisers just mention
American Nurseryman.

"American Nurseryman" Contents

APRIL, 1925

What is Fair Price for Nursery stock, by A. C. Littleton.....	99
Five Years in A. A. N. History, Sum- mary of Topics Discussed.....	101
Real Market Development Results, Pro- duced by Secy. J. A. Young.....	104
New A. A. N. Members Cost \$200 Each, Result of Membership Campaign....	105
Nurserymen Increase Property Values. House and Garden Reports.....	105
Nursery Stock Prices Too Low by Ludwig Spaeth.....	108
Nursery Storage for Big Business J. P. Rice & Co., Packing House....	110
What A. A. N. Membership is Worth Comment by Members.....	106
Nursery Trees Can Now Be Certified by Mass. Fruit Growers' Ass'n.....	105
Garden Director Criticises Board.....	106
Crop and Market Conditions.....	100

High quality, field grown, budded ROSES

WRITE FOR LIST AND PRICES

HEADQUARTERS GRAPE CUTTINGS

WRITE FOR PRICES

INDEPENDENT FRUIT CO.

PENN YAN, N. Y.

Add Our Name

To Your Mailing List

York State Nurseries

203 Sabine St. Syracuse, N. Y.

Dahlias: A. D. Lavonia, Eldorado, Black Prince, Bonnie Blue, Caprice, Gloria De Lyon, Sylvia. Iris: Midnight, Pallida delmatica, Halfdan, Walkalla, Stenophylla, Her Majesty, Mme. Chereau. Gladioli in standard varieties. Spiraea Vanhoutte all sizes up to 4 1/2 ft.

Beaver Creek Nurseries, Mentor, O.

An Attractive Letter Head

The letter head of the Neosho Nurseries Company, Neosho, Mo., is particularly attractive. Unusually fine office and other buildings have been surrounded with plantings of evergreen trees in most effective manner. It is this setting that has been reproduced in a plate extending clear across the top of the letter head with strikingly attractive lettering and art work, the whole surmounted by the company's slogan, "Yours for growing satisfaction."

Good Year and Good Clean-Up

Editor American Nurseryman:

We are just through with the shipping and planting. On the whole, it has been a good year with good weather conditions and a good clean-up. Stock is already moving off in nice shape for next season's growth.

FRASER NURSERY COMPANY.

James W. Fraser, Treas.

WANT ADVERTISEMENTS

NURSERYMAN WANTED

Experienced in Wholesale and Retail. Hustler wanted to take charge of field work retail department in large New England establishment.

Address B-35 Care of AMERICAN NURSERYMAN, Rochester, N. Y.

Nursery Production Manager

WANTED, with long, successful experience in evergreens and general ornamentals. State age, experience, references and salary.

MALMO & CO.

1900 Sixth Ave. Seattle, Wash.

Cortland Apple Buds

Supplied from bearing trees. Guaranteed true to name, count and condition, anywhere in the United States. Also a limited amount Red Spy, Early McIntosh, Red Duchess, and others. Wholesale to the trade only.

To insure your supply order early.

WM. HOTALING

KINDERHOOK, NEW YORK

The American Nurseryman

Exclusively for Nurserymen
Chief Exponent of the Trade
Covers Its Field Like a Tent

EVERY Advertisement in the American Nurseryman reaches every member of the American Association of Nurserymen.

It reaches, besides, thousands of others throughout the United States and Canada, as well as Nurserymen abroad.

It is the recognized logical medium for intercommunication throughout the trade. It is the only publication of the kind devoted exclusively to the American Nursery Trade. Its mailing lists number upwards of 6,600 names of Nursery concerns.

Under yearly term, advertising costs less than 58c per column-wide inch per week, for twice-a-month publication.

Covers Its Field Like a Tent
Chief Exponent of the Trade
Exclusively for Nurserymen

The American Nurseryman

P. O. Box 124, ROCHESTER, N. Y.

Cherry Trees

Vincennes Nurseries

W. C. REED & SONS

Vincennes

Indiana

J. H. Skinner & Co.

Topeka, Kansas

WE OFFER

Apple, Cherry, Peach, Pear and Plum Trees.

Apple Seedlings.

Pear Seedlings.

Forest Tree Seedlings

Spirea Van Houtti

Privet, Amoor River, North

2 to 3 ft., 4 or more canes

Also lighter grades.

Apple and Pear Grafts.

Whole or Piece Roots.

TO THE TRADE

We still have a surplus of

Fruit and Ornamental Stock

Give us a chance to quote you on your needs. We are Large enough to take care of the Largest buyers and Courteous enough to take care of the Smallest.

ONARGA NURSERY CO.

Visitors Welcome.

ONARGA

ILLINOIS

Wathena Nurseries

WATHENA, KANSAS

Offer 2-year APPLE in car lots

FRUIT TREES

—AND—

SMALL FRUITS

ROBERT N. ADAIR, Prop.

Wathena Nurseries

CHERRY TREES

Sweets on both mazzard and mahaleb stocks, one and two year.

Sours on mahaleb stocks one and two year.

Trees grown in a "cherry country" where both sours and sweets flourish.

Write for Price List.

Special Prices on Car Lots.

J. F. JONES, Lancaster, Pa.

K O S T E R Blue Spruce

7 to 10 ft. specimens. Can be seen at

Dukes Farms Co., Somerville, N. J.

by appointment only.

WM. M. MILLER CO.

Paterson, N. J.

The Preferred Stock



JUST OUT!

Our Cellar Count Bulletin.

Lists varieties, grades and quantities of J & P stock available.

Our spring cellar count is a big event. The bulletin is being mailed about May 2. If you do not receive your copy, write us immediately.

The unusual facilities of the Jackson and Perkins Company for taking care of Rush Orders, make the service of this long established, reliable nursery house, particularly valuable at this time of year.

Wired orders have immediate attention.

Jackson & Perkins Company
Wholesale Only
Newark, New York.



We will have a well balanced line of Stock for the Season 1925-26 and will be mighty glad to talk with you about your requirements.

Would like to have you inspect our stock this season.

The Huntsville Wholesale Nurseries, Inc.,
1872 HUNTSVILLE, ALABAMA 1925

Wayside Gardens

HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

THE WAYSIDE GARDENS COMPANY
MENTOR, OHIO

WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW
FOR THE COMING ACTIVE MONTHS

In The American Nurseryman Chief Exponent of the American Nursery Trade

Every Advertisement is repeated in the AMERICAN NURSERY TRADE BULLETIN, thus covering the Trade. See Schedule of Information on other page of this issue. Ought your two-inch card to be standing regularly in the "Directory of American Plant Propagators," as in this issue. \$5.00 per month for 2-inch space under yearly term.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State St., Rochester, N. Y.

American Fruits Company's Library Opportunities

PRACTICAL BOOKS ON HORTICULTURE, NUT GROWING, NURSERY PRACTICE

Any of the following books will be sent on receipt of price by AMERICAN FRUITS PUB'G CO.,

123-125 Ellwanger & Barry Bldg., ROCHESTER, N. Y. Prices subject to change.

American Apple Orchard—Waugh... \$1.90	Irrigation for the Orchard—Stewart 1.75	Pomology, Textbook of—Gourley.... 2.75
American Fruit Culturist	Land Drainage—Joseph H. Jeffrey.. 2.15	Practical Fruit Grower—Maynard... 1.00
By John J. Thomas..... 3.65	Landscape Gardening—Cridland.... 2.65	Practical Tree Repair—Peets..... 2.65
American Fruit Farm—F. N. Thorpe 2.65	Landscape Gardening—Maynard.... 2.65	Principles of Agriculture—Bailey... 2.00
American Fruits—Fraser..... 5.00	Landscape Gardening—The Small	Principles of Fruit Growing—Bailey 2.65
American Grape Culture—Munson.. 2.65	Place—By Elsa Rehmann..... 3.65	Principles of Floriculture..... 3.40
American Grape Growing and Wine	Landscape Gardening—Downing's	Principles of Pruning—Kains..... 2.65
Making—George Husmann..... 2.15	Famous Work—10th Edition—	Pruning Manual—By L. H. Bailey... 2.65
American Horticultural Manual	Revised by Waugh..... 6.25	Productive Orchard—F. C. Sears. 2.65
By Budd-Hansen, two vols..... 3.30	Landscape Gardening—Kemp—Re-	Putnam's Garden Hand Book..... 2.00
American Peach Orchard—Waugh.. 1.90	vised by F. A. Waugh..... 2.15	Quince Culture—W. W. Meech.... 1.35
Annuals & Biennials—Orloff..... 2.65	Landscape Gardening—O. C. Simonds 6.15	Raspberry, Blackberry Culture.... .40
Botany (General) Textbook..... 3.65	Landscape Gardening—The Com-	Rose—H. B. Ellwanger..... 1.90
Bulbs and Tuberous-Rooted Plants.. 2.15	plete Garden—Albert D. Taylor. 6.15	Rose—Parsons..... 1.75
Bush Fruits—By F. W. Card..... 2.65	Making Horticulture Pay—Kains... 1.90	Rose in America—McFarland..... 3.15
Business Fundamentals—Babson... 2.00	Manual American Grape Growing—	Roses for All American Climates—
California Fruits and How to Grow	Hedrick..... 3.40	Geo. C. Thomas, Jr..... 3.15
Them—E. J. Wickson, A. M.... 4.15	Manual of Cultivated Plants—Bailey 7.25	Roses, How To Grow—McFarland.. 2.15
Citrus Fruits—J. E. Coit..... 3.40	Manual of Fruit Diseases—L. R....	Roses, How To Grow—Robert Pyle.. 2.10
Commercial Apple Industry of N. A. 3.65	Hessler, H. H. Whetzel..... 3.15	Sales Promotion By Mail..... 2.15
Cyclopedia of Hardy Fruits	Manual of Fruit Insects—M. V.	Small Fruit Culturist—A. S. Fuller.. 1.75
By U. P. Hedrick..... 6.20	Slingerland, C. R. Crosby..... 3.75	Soils—By Charles W. Burkett..... 1.90
Cyclopedia of Horticulture—Bailey 20.00	Manual of Gardening—L. H. Bailey. 2.65	Soils—E. W. Hilgard..... 5.15
Dwarf Fruit Trees—Waugh..... 1.00	Manual Tropical and Sub-tropical	Soils—F. H. King..... 2.40
Evergreens, Cultivated—Bailey.... 5.25	Fruits—Popenoe..... 3.90	Soils—Lyon-Fippin-Buckman..... 3.40
Farm Bureau Movement—O. M. Kile 2.15	Manual of Tree Diseases—Rankin... 3.40	Spraying Crops—C. M. Weed..... 1.00
Fertilizers and Crops	Manual of Tree and Shrub Diseases—	Spraying Manual—Cockerham..... 1.35
By Dr. L. L. Van Slyke..... 3.40	E. P. Felt..... 3.65	Standardized Plant Names—Cloth
Fertilizers—Edward B. Vorhees... 2.65	Manual of Tree and Shrub Insects.. 3.65	\$5.15; Thin Paper, Flexible..... 6.65
Field Notes on Apple Culture	Manual of Vegetable Garden Insects	Strawberry in N. A.—Fletcher..... 1.90
By Dr. L. H. Bailey..... .90	By Crosby & Leonard..... 2.90	Strawberry Growing—S. W. Fletcher 2.40
First Principles of Soil Fertility	Manual, Vegetable Garden Diseases 4.20	Success in the Shrubs—John R. Mc-
By Alfred Vivian..... 1.50	Manures and Fertilizers—Wheeler.. 2.65	Mahon..... 2.15
Forests of N. Y. State—Recknagel.. 2.65	Modern Fruit Marketing—Brown... 1.90	Successful Fruit Culture—Maynard. 1.90
Fruit Growing in Arid Regions.... 2.75	Modern Propagation Tree Fruits—	Systematic Pomology—Waugh..... 1.90
Fruit Garden—P. Barry..... 2.40	B. S. Brown..... 1.65	Ten Acres Enough—I. P. Roberts... 1.75
Fruit Harvesting, Marketing—Waugh 1.90	Nature's Garden—Neltje Blanchan.. 5.30	Weather Proverbs, Paradoxes—
Fruit Insects—Crosby..... 3.00	Natural Style Landscaping—Waugh 2.65	Humphreys..... 1.65
Fumigation Methods..... 1.90	Nursery Manual—Dr. L. H. Bailey. 2.65	Wild Fruits, How to Know—Peterson 2.15
Gardening for Pleasure—Henderson 2.15	Nut Growing: Latest Information;	Wind and Weather—McAdie..... 1.40
Gardening for Profit—Henderson... 2.15	Guide to Propagating—By Rob-	
Grape Growers Guide—Chorlton... 1.65	ert T. Morris..... 2.65	
Greenhouse Construction—Taft..... 2.40	Old Time Gardens—Alice M. Earle.. 2.65	
Greenhouse Management—Taft..... 2.40	Old Time Gardens—E. A. Long..... 2.15	
Hedges, Windbreaks, Shelters..... 1.00	Ornamental Gardening—E. A. Long. 2.15	
Injurious Insects—F. L. Washburn.. 3.20	Peach Growing—By H. P. Gould... 2.65	
Insect Book—Dr. L. O. Howard..... 5.30	Pecan Growing—Stuckey-Kyle..... 3.15	
Insect and Insecticides—Weed..... 1.90	Picturesque Gardens—Henderson... 2.75	
Insect Pests of Farm, Orchard and	Plant Breeding—By Dr. L. H. Bailey 3.40	
Garden—Sanderson and Peairs. 4.65	Plant Propagation; Greenhouse and	
Insecticides and Fungicides..... 3.20	Nursery Practice—M. G. Kains. 2.40	
Irrigation Farming—L. M. Wilcox... 2.40	Plant Physiology—B. M. Duggar... 3.10	

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view—H. Dumont, Chicago, Ill., in Printer's Ink.

When in doubt in using a plant name, look it up in the handy alphabetical list of the book "Standardized Plant Names," and follow that Guide regularly.